CITY OF EDMONTON
2000 CITIZEN SATISFACTION SURVEY

Presented to:

The City of Edmonton

Prepared by:

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SUMMARY OF FINDINGS

Banister Research & Consulting Inc. conducted a telephone survey of 805 City of Edmonton residents. Key findings of the 2000 Citizen Satisfaction Survey were as follows.

Quality of Life:

Identical to results reported in previous survey years, the majority of respondents assessed the quality of life in the City of Edmonton positively, as 93% stated that the quality of life in Edmonton was good, very good or excellent. The most frequently stated reasons for a positive quality of life rating were the City's parks and green spaces (including the river valley), the variety of recreational activities and quality of recreational facilities, the availability and diversity of products and businesses throughout the City and the good employment opportunities. Similar factors contributing to a high quality of life were reported in 1999.

Similar to last year, issues relating to crime were most frequently mentioned as contributing to a low quality of life. This was followed by comments relating to the poor condition of roads and the need for improvements to public transportation.

Satisfaction with City of Edmonton Services:

Overall satisfaction with City of Edmonton services continued to be high with most respondents (79% in 2000 and 80% in 1999) stating that they were very or somewhat satisfied and only 8% saying that they were very or somewhat dissatisfied (10% in 1999). While overall satisfaction with City services was high, there was a significant decrease in the proportion of respondents who were "very" satisfied (18% compared to 27% in 1999 who were very satisfied).

Residents were asked to rate their satisfaction with 21 specific City of Edmonton services; four were related to protective services, nine were categorized as infrastructure or hard services and eight related to community or people services.

With regard to ***protective services***, overall satisfaction was highest in terms of police and fire services (68% and 67% of respondents, respectively, said they were very or somewhat satisfied), while about half of all respondents were satisfied, to some extent, with ambulance and bylaw enforcement services (50% and 48%, respectively). It is important to note that a substantial proportion of respondents were unable to provide a satisfaction rating concerning ambulance, fire and bylaw services (29%, 21% and 13%, respectively said they did not know their level of satisfaction). This may be the result of limited contact with these services. Compared to 1999, overall satisfaction with these services decreased when 80% were satisfied with police services, 73% with fire services, 58% with ambulance services and 61% with bylaw enforcement.

Nine of the 21 services assessed related to ***infrastructure or hard services***. Of these, the highest rated service, in terms of citizens overall satisfaction, was parks and green spaces (87% of respondents were very or somewhat satisfied). This is consistent with results reported in 1999 when 91% were very or somewhat satisfied with parks and green spaces.

Notwithstanding that most respondents were, to some degree, satisfied with waste recycling (71%) and garbage collection and disposal (70%), compared to results reported in 1999 there was a noticeable decline in overall satisfaction (80%, each, were satisfied in 1999). Satisfaction with sewer services also dropped considerably, as 63% were, to some extent satisfied compared to 81% in 1999. However, it should be noted that in 1999 this service was referred to as "water and sewer" services, which may have an impact on the survey results.

Compared to 1999, respondents in 2000 were less likely to be satisfied with winter and summer road maintenance, with about half being satisfied with winter maintenance (51% versus 59% in 1999) and less than half being satisfied with summer maintenance (43% versus 58% in 1999).

In terms of land use planning, overall satisfaction dropped in 2000 as 45% were very or somewhat satisfied compared to 55% in 1999. Likewise, satisfaction with property assessment and taxation also declined slightly in 2000 (37% versus 44% who were satisfied in 1999). However, it is important to that for both services a large proportion of respondents were unsure of their satisfaction level (20% and 16%, respectively, said they did know how satisfied they were), likely a result of having limited contact or exposure to these services.

Permit and inspection services was the lowest rated infrastructure service with only 29% stating that they were satisfied overall with the service (once again a decrease in satisfaction compared to 40% who were satisfied in 1999). Although, a large proportion of respondents were undecided as to their satisfaction level, with 38% saying they did not know. Again, this may be a result of having limited contact with this service.

Eight City of Edmonton services evaluated were classified as ***community or people services***. While there was a modest decrease in overall satisfaction with City of Edmonton operated attractions, the majority of respondents continued to be either very or somewhat satisfied with this service (82% in 2000 compared to 87% in 1999). Comparable to 1999 results, most respondents reported that they were satisfied, either very or somewhat, with City of Edmonton recreation facilities and programs (80% in 2000 and 84% in 1999).

When assessing public libraries, overall satisfaction decreased as 71% were satisfied in 2000 compared to 79% who were satisfied in 1999. Satisfaction also declined in terms of the City's support to community leagues, arts groups or festivals (66% were either very or somewhat satisfied compared to 78% in 1999) and economic development services (54% versus 62% in 1999).

There was a moderate decline in overall satisfaction with respect to public transportation (49% compared to 56% who were satisfied in 1999), community development and family support services (35% versus 41% in 1999) and subsidized social housing (23% versus 31% in 1999). However, with all three of these services a substantial proportion of respondents said they did not know how satisfied they were with these services (16%, 29%

and 40% respectively, said they did not know). Once again, this may be a result of respondents having limited awareness or contact with these services.

Contact with City of Edmonton Employees:

To assess if perceptions of performance vary depending on whether or not people have had contact with a City of Edmonton employee, residents were asked if, in the past 12 months, they had been in contact with a City employee. Similar to results reported 1999, about one-third of respondents (31% in 2000 and 36% in 1999) stated they had been in contact with a City employee. When asked to describe that contact, 26% of residents could clearly be identified as having had actual contact, with an additional 4% who did not provide sufficient information to determine if they had contact or not (uncertain contact). Only 1% of respondents thought they had been in contact with a City employee but, in fact, had been in contact with another organization (mistaken contact). This demonstrates that the performance of City of Edmonton employees directly relates to the perceptions of their performance and is not necessarily linked to the performance of other organizations outside the City of Edmonton's control or direct influence.

Overall satisfaction with a City of Edmonton employee remained the same in 2000 with 75% stating that they were very or somewhat satisfied with the service provided by the City employee. Likewise, service expectations remained consistent as most respondents said that their expectations were met (59%) or exceeded (23%) and 18% said that their expectations were not met. Most agreed that the employee they last contacted was courteous (89%), knowledgeable about the service they provide (85%), was responsive to their needs (80%), was interested in their needs (77%) and provided prompt service (77%). Similar ratings were reported in 1999.

Overall Perceptions of the City of Edmonton:

Most respondents felt that over the last 12 months the quality of service provided by the City of Edmonton had remained about the same (75%), although 10% felt that it has decreased and 6% felt it has increased. While similar results were reported in 1999, respondents were less likely to say the quality of service had increased (6% versus 11% in 1999) and more likely to say that they were unsure (9% said they did not know versus 5% in 1999).

Similar to suggestions expressed in 1999, resident's main suggestions for improving the service provided by the City of Edmonton were to improve road maintenance (such as repairs and potholes), improve the public transportation system and improve road conditions in the winter (e.g., snow and ice removal). Interestingly, while numerous recommendations for improvements were given, about one-quarter of respondents (28%) did not provide a suggestion or said nothing needed improving. Moreover, 92% of citizens stated that they would recommend the City of Edmonton to others as a place to live.

Perceived Funding Priorities:

Residents were asked to think about the funding that may or may not be needed for improvements to the City of Edmonton services. While a significant number of areas were noted as requiring additional funds to drive improvements, about one in four respondents (17%) believed that there were no areas in which funding should be increased. Summer and winter road maintenance, public transportation, and community and family support services were the most frequently mentioned areas in which residents perceived a need to increase funding for improvements. Similar areas were identified in 1999.

When asked if there were areas they felt funding should be reduced, 54% stated no areas should have a reduction in funds.

Views Toward Property Taxes:

The proportion of homeowners and renters was the same in 2000 and in 1999, with most respondents (62%) indicating that they own their home in the City of Edmonton. Of those homeowners, over half (55%) considered the percentage of their taxes that pay for City services as very good or good value for their tax dollar and an additional 33% said it was fair value. Only 10% said they received poor value. Similar results were reported in 1999.

In order to have City services generally remain the same, homeowners were questioned as to whether or not they would support a property tax increase which would match the rate of inflation. Over half (53%) said they would not support a tax increase, while 32% would, 10% said it would depend and 6% did not know. When probed about an increase in property tax to increase City service levels, the majority of homeowners (81%) stated that they would not support a tax increase beyond the rate of inflation (9% would support an increase, 5% said it would depend and 5% were unsure). Respondent comments suggest that factors that may influence respondents support for a tax increase include the rate of the increase, the type of service and the need for more information about where money is currently being spent. These questions were not asked in 1999.

Financial Planning:

When asked about user fees, most respondents (57%) generally support the City recovering cost through user fees. About one-quarter (24%) said that they were opposed to user fees, while 15% said it would depend on the circumstances and 4% were unsure. Questions related to user fees were not asked in 1999.

Respondents were asked to choose one area in which to have the City spend capital dollars. Similar to responses articulated in 1999, improved roads and an expanded and improved LRT system were most frequently mentioned. This is consistent with respondent's level of satisfaction and suggested areas of improvement.

Homeowners were told that in addition to capital projects already budgeted for, over the next few years the City may be undertaking some major capital construction projects. While

48% of homeowners said they would not support a tax increase for additional capital projects, a similar proportion said they would support an increase (18%) or said it would depend on the circumstances (30%). Based on respondent comments, knowing the type and duration of the project may influence residents' support of a tax increase for additional capital projects. This question was not asked in 1999.

All respondents were questioned about whether or not they would support the City borrowing money for additional capital projects. About half (51%) said they were opposed to the City borrowing money, while 19% supported the idea, 21% said it would depend on the situation under which the City borrowed and 9% were unsure. Respondent comments suggest that the type of project, if the project was a benefit to all residents and the amount of the loan and interest rate would affect residents opinions about borrowing for capital projects. Again, this question was not asked in 1999.

Conclusions:

Overall, Edmonton residents are positive in their opinions and perceptions of the City of Edmonton. The majority of residents rated the quality of life in Edmonton positively and most would recommend the City to others as a place to live.

When assessing City services overall satisfaction declined in almost all areas. However, despite the change in satisfaction most respondents still provided a positive rating for each service. However, compared to 1999 results with all services rated, respondents in 2000 were less likely to say that they were "very" satisfied with the service. While survey results did not provide a definitive explanation as to why respondents were more likely to be "somewhat" rather than "very" satisfied, the following reasons may have contributed to respondent reactions.

- In the past year there have been several highly publicized changes or issues related to City of Edmonton services. For example, publicized debate concerning the City

cat bylaw, the change in waste recycling from the blue box to the blue bag, issues related to City Council wages and concerns arising from a highly publicized investigation with police services were prominent in the media. While these issues may not have significantly increased the proportion of respondents who were dissatisfied with City services, the heightened media attention may have influenced residents overall feeling toward the City and as a result respondents may be less positive toward the City has a whole.

- Media coverage may also be a factor in terms of the Regional Government Review. Issues related to the delivery of municipal services may be more prevalent among respondents thereby influencing residents' views toward the delivery of City services. Likewise, as residents become more knowledgeable or informed about municipal services there may be a higher expectation associated with the delivery of services.

- Since 1998 survey results have consistently shown that the majority of respondents feel that the service provided by the City of Edmonton has remained the same. The perception that City services are being maintained rather than increased may have a bearing on the degree in which respondents are contented with the services provided by the City.

- A preliminary assessment of the focus group research currently being conducted on behalf of the City of Edmonton may provide some insight in the change in residents' overall satisfaction. The preliminary research reveals that residents feel there is little communication relating to City accomplishments. For example, participants expressed a concern that they only hear about negative issues impacting the City while positive initiatives are not communicated. Furthermore, focus group results reveal that participants are highly concerned about the perceived lack of efficiencies within City operations. In light of these research findings a decline in satisfaction may be better understood. (Detailed results of the focus group research will be provided under separate cover.)

- Over the past few years there has been an overall increase in the number of public opinion surveys. This may result in residents feeling somewhat "over-surveyed", in which case respondent fatigue may contribute to a more critical attitude among respondents.

Notwithstanding the possible reasons influencing resident responses, attention should be given to strengthening citizen satisfaction with City services. Consideration should be given to the suggestions and identified areas of improvement for each service. In particular, road maintenance and public transportation continue to be the most frequently mentioned areas in which improvements should be focused.

Employee performance was rated highly by Edmonton residents who had occasion to make contact with a City employee. Generally, employee performance met residents needs and their performance remains consistent.

While homeowners felt that the City provides fair to very good value for their tax dollar, the notion of an increase in property tax to maintain or increase service levels was met with resistance. Likewise respondents were hesitant to support additional capital projects financed through tax increases or borrowing. Being better informed about the type of service or project, the rationale behind the proposal and the details of the financing may affect residents' opinions.

Most citizens' support the City in recovering costs through user fees, however attention should be given to the comments that suggest the appropriateness of user fees is dependent on the type of service and cost to the user.

While research results indicate that the City of Edmonton continues to meet residents' needs, there is room for improving overall satisfaction with specific City services. It may be beneficial to consider the following.

- An improvement in communication between the City and its residents may prove useful in strengthening residents overall feelings toward City services. In particular,

an increase in communicating positive initiatives undertaken by City administration may be advantageous.

- In future studies it may be helpful to investigate not only the reasons behind respondents' dissatisfaction with services but also their reasons associated with their satisfaction. This may provide the City with a more concise perspective of how City services are perceived by residents.

- Further examination into specific City services may be warranted. Conducting a more thorough investigation on specific services may lead to a better understanding of residents' perceptions. For example, examining user profiles, probing changes in services, exploring specific service options and researching residents wants and needs may provide more insight and direction in which to improve or change City services.

- Finally, examination into the satisfaction levels of other municipalities and/or levels of government may provide further understanding into the degree of satisfaction with City of Edmonton services.

While there may be some decline in overall residents' satisfaction, it is important to recognise that most residents provide a very positive opinion about the City of Edmonton and the services provided.

1.0 BACKGROUND

Taking into account the importance of citizen satisfaction with City of Edmonton services, City departments or business units within departments have developed performance measures for management and staff to monitor and improve the efficiency and quality of civic services. When supported by citizen satisfaction surveys on the quality of civic services, the measures provide accountability to Council and citizens that public funds are utilized for the appropriate outcomes, and in an efficient manner. In 1998 the City of Edmonton, under the direction of the City Managers Office and Corporate Services, initiated a baseline citizen satisfaction survey. The survey was again repeated in 1999. In keeping with its on-going efforts to assess the opinions and perceptions of citizens, the City of Edmonton commissioned Banister Research & Consulting Inc. to conduct the 2000 Citizen Satisfaction Survey.

Similar to previous years, the primary purpose of this research was to provide the City of Edmonton with a measurement of satisfaction based on an evaluation of specific aspects of the City. Project objectives included:

1) To assess citizens' perceptions regarding the overall quality of life in the City of Edmonton.
2) To measure overall satisfaction with City of Edmonton services, as well as satisfaction with specific City services.
3) To gauge satisfaction with the service provided by City of Edmonton employees, as well as the type of contact, department and fulfillment of expectations.
4) To evaluate citizens' overall perceptions regarding the quality of service provided, suggested changes or improvements and willingness to recommend the City to others as a place to live.
5) To determine for what services, if any, citizens feel it is necessary to add funding for improvements, as well as where citizens feel funding should be reduced.
6) To measure citizens' perceived value of property taxes.

7) To gauge, in relation to maintaining or increasing service levels, citizens' support for a property tax increase.
8) To assess citizens' perceptions towards user fees.
9) To identify the area or areas for which citizens prefer the City of Edmonton spend capital dollars.
10) To evaluate citizens' overall perceptions regarding funding options for additional capital projects.

This report outlines the results for the 2000 survey of Edmonton residents, as well as a comparative analysis of the 1999 survey results to determine if there have been shifts in the perceptions and opinions of City of Edmonton residents.

2.0 METHODOLOGY

All components of the project were designed and executed in close consultation with the City of Edmonton. The survey was conducted based on the following the work program:

Task 1 - Project Planning, Questionnaire Review and Sampling
Task 2 - Data Collection
Task 3 - Analysis and Reporting

A detailed description of each task of the project is outlined in the remainder of this section.

Task 1: Project Planning, Questionnaire Review and Sampling

Project Planning -- At the outset of the project, Banister Research met with representatives of the City of Edmonton to finalize the details of the study. The study objectives, the work plan, timing of the research activities, and roles and responsibilities of the members of the project team were reviewed and established.

All background information relevant to the study was identified and subsequently reviewed by Banister Research.

Questionnaire Review -- Following the initial meeting, the survey instrument utilized in previous years was reviewed and minor modifications were incorporated into the 2000 survey design. A copy of the final questionnaire is provided in Appendix A.

Sampling – Banister Research completed a total of 805 telephone interviews with Edmonton citizens 18 years of age or older. Results provide a margin of error no greater than $\pm$3.5% at the 95% confidence level or 19 times out of 20. The same sampling method was completed in 1999 when 801 interviews were conducted.

The sampling involved randomly dialing phone numbers from the most recent telephone directory for the City of Edmonton. Quotas were established to ensure equal proportions of

male and female respondents. To randomly select respondents at the household level, the adult having the next birthday was interviewed. To maximize the representativeness of the sample, a maximum of six call back attempts were made to each listing prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen minutes. Where there was an answering machine, fax or no answer, the call back was scheduled at a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were at a different time on the following day.

Task 2: Data Collection

Telephone interviews were conducted from March 23 to April 08, 2000. At the outset of the fieldwork, all interviewers and supervisors were given a thorough step by step briefing, explaining everything required for the successful completion of an interview. To ensure quality, at least 10% of each interviewer's work was monitored on an on-going basis.

A summary of the outcome of call attempts, including response and refusal rates, is provided in Appendix B.

Task 3: Analysis and Reporting

Progress Report – While data was being collected, Banister Research provided either a written or verbal progress report to the City of Edmonton. Upon completion of the data collection, a top-line report of the findings for closed-ended questions was provided to the City of Edmonton.

Data Analysis -- After the interviews were completed and verified, the lead consultant reviewed the list of different responses to each open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at

least 10% of each coder's work. Once the responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down on the basis of key respondent characteristics or responses (e.g., overall satisfaction, contact with City employee, demographics, etc.). Tabulations of the detailed data tables have been provided under separate cover.

It is important to note that, as with any survey of the general population, not all populations can be reached. The homeless, residents of hospitals, long-term care facilities, prisons and households without a phone are not represented in the survey sample. A profile of the characteristics of respondents is provided in Appendix C.

This report provides a detailed description of the survey findings, as well as a comparison of results reported in the 1999 survey of 801 City of Edmonton residents.

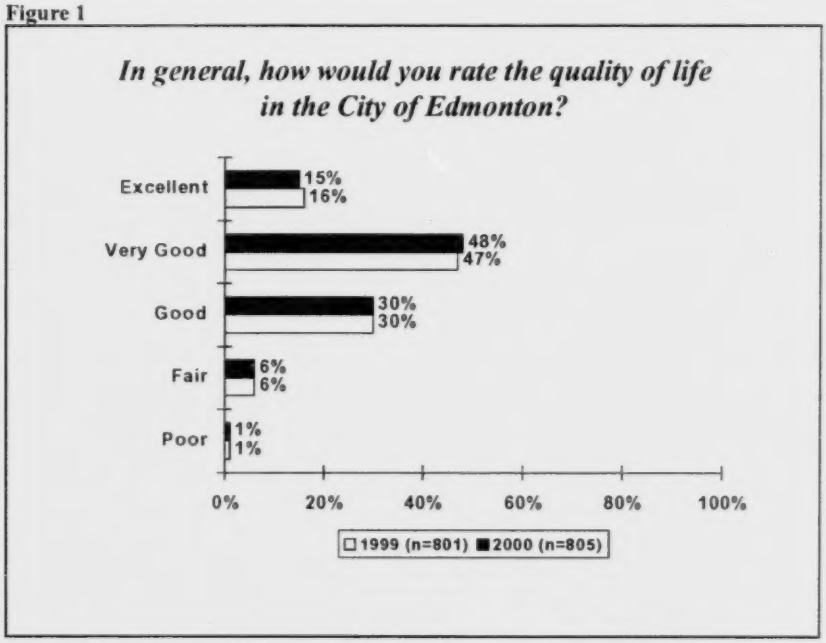
3.0 SURVEY FINDINGS

Results of the survey are presented in the order the specific topic areas were addressed in the survey.

3.1 Residents Perceived Quality of Life in Edmonton

To begin the interview, respondents were asked to rate the quality of life in the City of Edmonton. As illustrated in Figure 1, the majority of respondents (93%) provided a positive rating, with 15% rating the quality of life in Edmonton as excellent, 48% rating it as very good and 30% rating quality of life in Edmonton as good. Six percent of respondents (6%) rated the quality of life in Edmonton as fair, while only 1% rated it as poor. Similar ratings were reported in 1999.

Figure 1



Respondent subgroups which were less likely to give an excellent rating regarding the overall quality of life, were:

- those who were **dissatisfied or neutral overall with City services** (5% said excellent versus 17% of those who were satisfied with City services);
- respondents who said they **received poor or fair value for their tax dollar** (10% versus 21% who said good or very good); and
- those who felt **the quality of service provided by the City had remained the same or decreased** (6% - 15% compared to 28% who said it had increased).

Next, respondents were asked, in their opinion, what were the three most significant factors contributing to a high quality of life and a low quality of life in the City of Edmonton. As shown in Table 1 and 2 on the following pages, there was a wide range of responses. Similar to results reported in 1999, the most frequently mentioned factor contributing to a high quality of life was the City of Edmonton parks and green spaces, including the River Valley system (38%). This was followed by recreational and sports facilities (16%), availability or access to a variety of businesses and services (16%), and having good employment opportunities (16%).

As in 1999, issues relating to crime were most frequently noted as contributing to a low quality of life in the City of Edmonton (22%). Other frequently mentioned factors included the condition of the roadways (15%), the transit system (10%), the climate (10%) and property taxes (9%).

Table 1

What would you say are the three most significant factors contributing to a HIGH QUALITY OF LIFE in the City of Edmonton?		
	*Percent of Respondents **	
	2000 (n=805)	*1999 (n=801)*
City parks/green spaces/park system/River Valley	38	21
Recreational facilities/ sports facility/golf courses/recreation	16	6
Availability or variety of products and businesses	16	9
Have good employment here/ job opportunities	16	20
Fine arts programs/fine arts community/facilities/cultural arts	14	6
Hospitable/accepting/friendly people/laid back quality/social atmosphere	13	14
Schools/Institutions for learning/educational opportunity	11	11
Cleanliness of streets and parks /clean City	11	6
Good public transportation/ LRT	8	5
Population not too big/not as busy as Toronto & Vancouver/ size of City	7	5
Weather/climate/four seasons/ low humidity/no natural disasters	7	5
Good roadway system/easy to get around/easy access	6	7
Cost of living/cost of groceries/cost of gas/low inflation	6	6
Safety/safe environment/security	6	4
Good affordable housing/ decent housing	5	7
Good health care/good doctors/medical/hospitals	5	5
Community involvement/community events	4	4
Lots of things happening/ variety/leisure activity/great social life	4	5
Low crime rate	4	7
Lack of pollution/fresh air/ clean water/water quality	4	4
Economy/good business centre/ diverse economy/consumer spending/prosperity of City	3	4
Other (3% or less per mention)	39	61
None/Nothing	1	4
Don't know/Not stated	6	8

* Multiple Mentions.

Table 2

What would you say are the three most significant factors contributing to a LOW QUALITY OF LIFE in the City of Edmonton?		
	*Percent of Respondents **	
	2000 (n=805)	*1999 (n=801)*
Crime rate/too much crime	22	13
Condition of roads/roads/street maintenance	15	4
Transit system is lacking/ transit services/needs improvement	10	9
Climate/weather/environment could be better	10	9
Property taxes too high/ business	9	7
Juvenile/youth crime/teenage fights/gangs	8	1
The way some roads are set up, one ways/poor roadway system	7	6
Too many panhandlers/street people/homeless	7	5
Lack of health facilities/poor health system	7	8
Low employment/no jobs	6	10
Too many poor/poverty/child poverty	5	6
Mayor and City council/municipal government/quality of leadership/need to improve City council	5	2
Traffic	5	4
Slum areas	5	--
Cost of living/expensive groceries and gas/housing too high	5	--
Garbage everywhere/unclean in some areas/litter	4	1
Snow removal	3	8
Education/education under funded/poor quality education	3	4
Low minimum wage/wages	2	3
Alcohol/drunks/drugs	2	3
Downtown isn't much/poor downtown/unappealing	2	2
Prostitution	1	4
Other (2% or less per mention)	75	62
None/Nothing	1	9
Don't know/Not stated	10	14

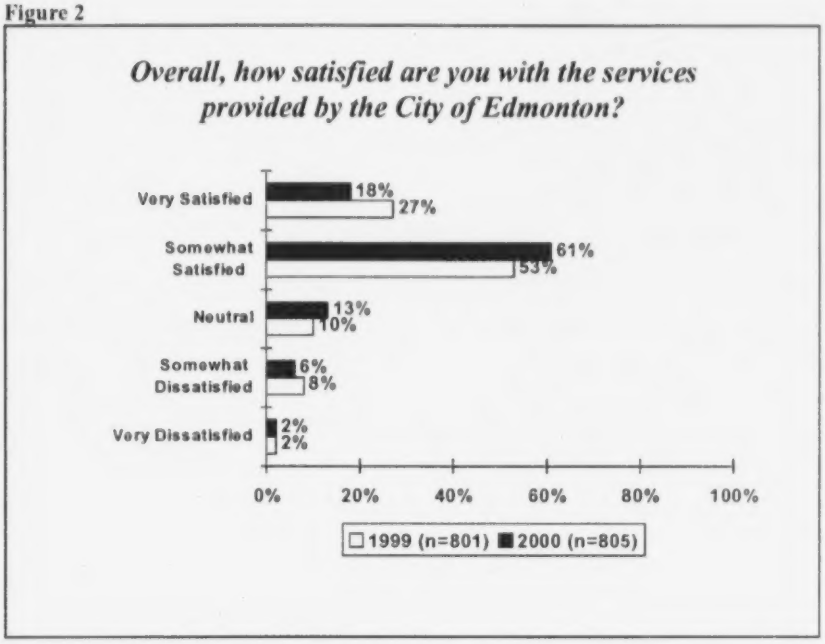
* Multiple Mentions.

3.2 Overall Satisfaction with City Services

Respondents' overall satisfaction with services provided by the City of Edmonton was measured by asking respondents if they were 'very satisfied', 'somewhat satisfied', 'neither satisfied nor dissatisfied', 'somewhat dissatisfied' or 'very dissatisfied' with the services provided. As depicted in Figure 2, on the following page, overall satisfaction with City of Edmonton services has remained high with the majority (79%) of respondents being either 'very' or 'somewhat' satisfied (18% and 61%, respectively). Thirteen percent (13%) of respondents stated that they were neither satisfied nor dissatisfied and a small proportion reported they were 'somewhat' (6%) or 'very' (2%) dissatisfied with the services provided by the City of Edmonton.

While citizens continue to report an overall positive satisfaction rating (either very or somewhat satisfied) in 2000 a significant proportion of respondents were more likely to be somewhat rather than very satisfied with City services (18% in 2000 were very satisfied compared to 27% in 1999).

Figure 2



Respondents less likely to say they were very satisfied with the services provided by the City included:

- respondents who rated the **quality of life in Edmonton as good to fair or poor** (5% - 6% compared to 25% who said excellent or very good);
- those who felt **the quality of service provided by the City had decreased or remained the same** (5% - 18% versus 32% who said service had increased); and
- respondents who said they **received poor or fair value for their tax dollar** (5% compared to 27% who said good or very good value).

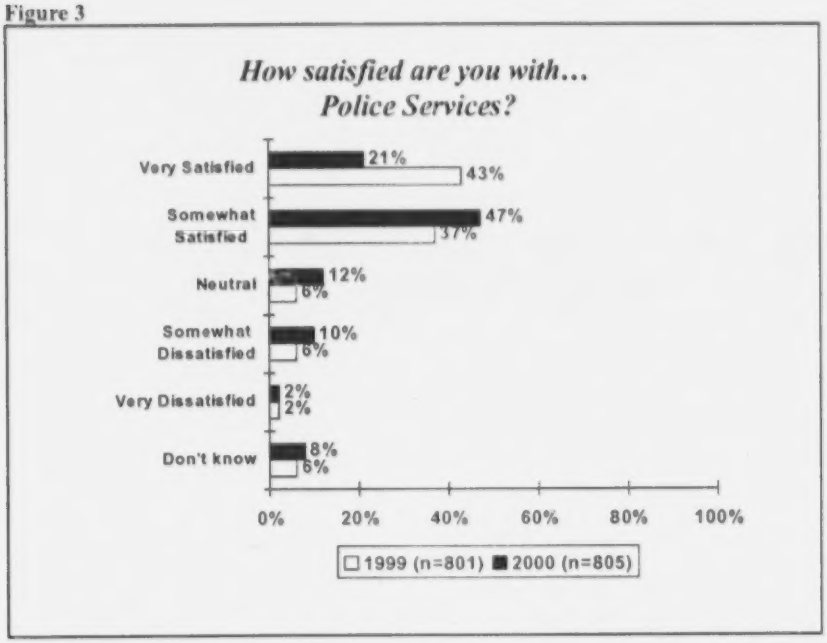
3.2.1 Satisfaction with Protective Services

Similar to previous survey years, citizens were asked to rate their satisfaction with 21 specific City of Edmonton services regardless of whether they had used the service or not. Of these services, four related to or were categorized as "protective services". See Figures 3 through 6.

When asked to rate their satisfaction with City of Edmonton ***police services,*** 68% of respondents indicated that they were either very or somewhat satisfied with the services provided (21% said very satisfied and 37% said somewhat satisfied). Twelve percent (12%) were neither satisfied nor dissatisfied and 12% mentioned that they were, to some extent, dissatisfied with the services offered (10% were somewhat dissatisfied and 2% were very dissatisfied). Eight percent (8%) either did not know how to rate the police service or did not provide a comment.

As shown in Figure 3 (on the following page), satisfaction with police services significantly declined in 2000 (68% were very or somewhat satisfied in 2000 versus 80% in 1999). Likewise, compared to last year a substantial proportion of respondents were less likely to be very satisfied with police services.

Figure 3



The following respondent subgroups were less likely to say they were very satisfied with police services:

- those who perceived the **quality of life in Edmonton to be good, fair or poor** (9% - 12% compared to 27% who said the quality of life was very good or excellent);
- respondents who were **dissatisfied or neutral with City services overall** (10% - 12% compared to 24% who were satisfied with City services);
- **younger respondents** between the age of 18 and 24 (14% said very satisfied compared to 19% - 27% of older respondents); and
- citizens who said they **received poor or fair value for their tax dollar** (14% compared to 29% who said good or very good value).

Those respondents who were either very or somewhat dissatisfied with police services (n=96) were questioned as to what aspects of the police service dissatisfied them. As shown in Table 3, speed of response and the need for more police were the most frequently mentioned reasons for respondents' dissatisfaction.

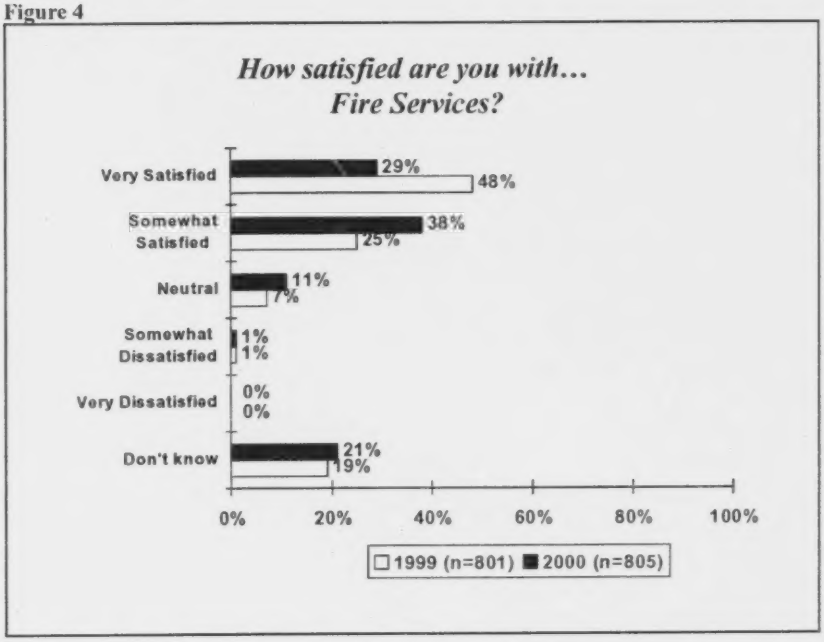
Table 3

What specific aspects of the POLICE SERVICE dissatisfied you?	
	Number of Respondents (n=96)
Speed of response	19
Need more police officers	15
Tickets only given out for minor things/homicides ignored	7
Seem to emphasize money making efforts	7
Need to be more visible/not hide be seen	6
Lack compassion for every day problems/attitude	6
Service is reactive/need pro-active work	5
Get rid of photo radar	5
Behaviour of department in past year/corruption/lack of integrity	4
Poor service/not helpful/not thorough/didn't do anything	4
Other (3 mentions or less)	18

Most respondents were satisfied with City ***fire services***, with 29% providing a very satisfied rating and 38% saying they were somewhat satisfied. Eleven percent (11%) of respondents commented that they were neither satisfied nor dissatisfied and only 1% (or eight respondents) said they were dissatisfied with fire services provided by the City of Edmonton. A substantial proportion of respondents (21%) was unsure as to their satisfaction with City of Edmonton fire services. This may be a result of limited contact with fire services.

Compared to last year, respondents in 2000 were less likely to be satisfied with fire services, as 67% were either very or somewhat satisfied compared to 73% in 1999. Furthermore, in 2000 there was a substantial downward shift in the proportion of respondents who were very rather than somewhat satisfied.

Figure 4



Subgroups less likely to be very satisfied with fire services included:

- respondents who have **lived in Edmonton 5 years or less** (20% versus 27% - 34% of longer term residents);
- those who perceived the **quality of life in Edmonton to be good, poor or fair** (19% compared to 35% who said the quality of life was very good or excellent);
- respondents who were **dissatisfied or neutral overall with City services** (23% - 26% versus 30% who said they were satisfied were services overall); and
- those with **a university education** (25% versus 31% - 32% of those with less education).

Table 4 provides a list of reasons why respondents were dissatisfied with fire services (n=8).

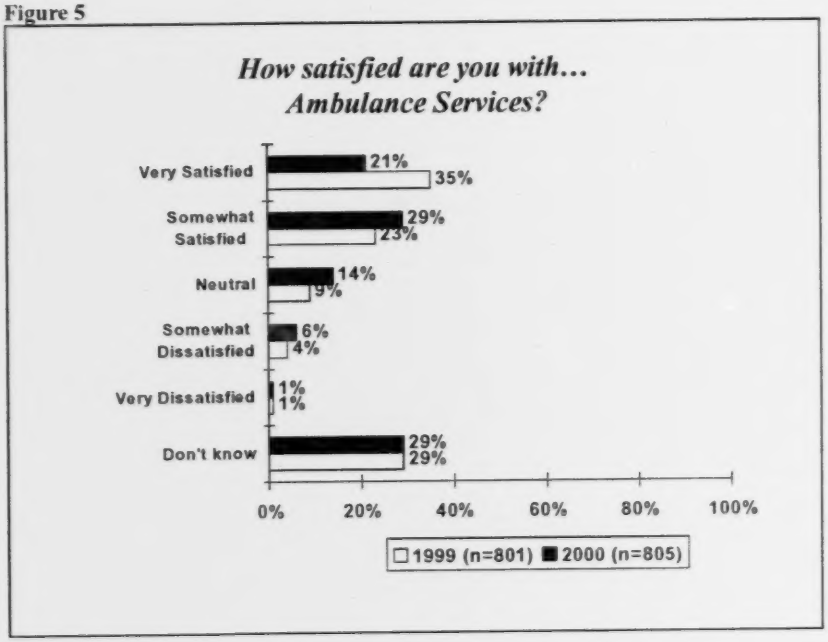
Table 4

What specific aspects of the FIRE SERVICE dissatisfied you?	
	Number of Respondents (n=8)
Too far away in our area/not enough stations	2
Noise concerns	2
Poor service	1
Should be more services	1
Need for more funding	1
Powerful unions/demand money	1

Half of all respondents (50%) reported that they were very or somewhat satisfied with City of Edmonton ***ambulance services*** (21% and 29%, respectively). Fourteen percent (14%) were neutral in terms of their overall satisfaction, while 6% were somewhat dissatisfied and 1% were very dissatisfied. Almost one-third of respondents (29%) were uncertain. This may be a result of limited contact with ambulance services.

As shown in Figure 5 below, compared to results reported in 1999, satisfaction with ambulance service was lower in 2000 (50% in 2000 compared to 58% in 1999). Furthermore, in 2000 respondents were more likely to say they were somewhat rather than very satisfied with ambulance services.

Figure 5



Respondent subgroups less likely to say they were very satisfied with ambulance services included:

- respondents who have **resided in Edmonton for 10 years or less** (14% - 20% compared to 23% of longer term residents);
- respondents who **provided a good, fair or poor quality of life rating** (14% - 15% versus 26% who said very good or excellent);
- those who were **dissatisfied or neutral overall with City services** (13% - 15% versus 23% of those who were satisfied overall);
- **renters** (17% versus 23% of homeowners); and
- respondents who said they **received fair or poor value for their tax dollar** (17% compared to 28% who said very good or good value).

There were 52 respondents who were either very or somewhat dissatisfied with ambulance services. Table 5 shows the specific aspects of their dissatisfaction.

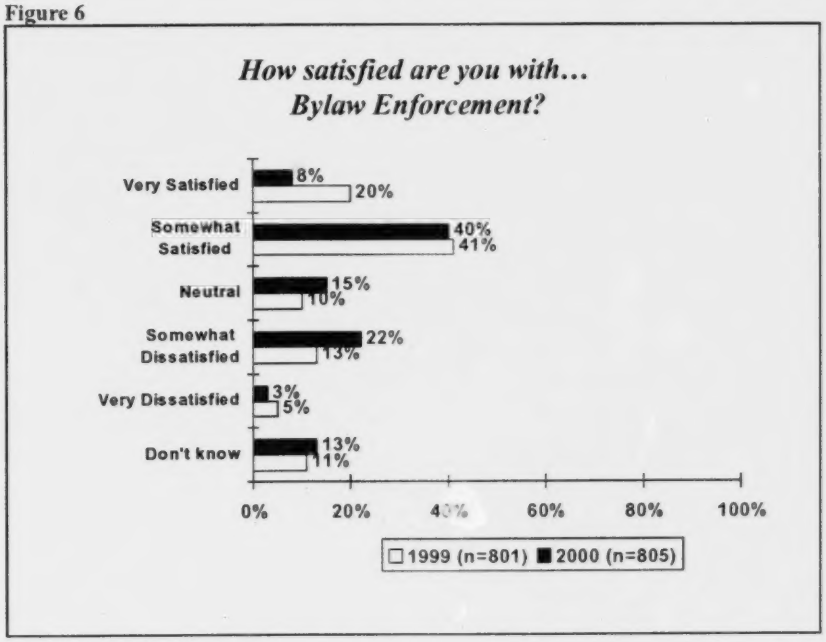
Table 5

What specific aspects of the AMBULANCE SERVICE dissatisfied you?	
	Number of Respondents (n=52)
The cost/fees	21
Response time	13
The lack of them/not enough ambulances	5
Not efficient	4
Not covered by Alberta Health Care/Having to pay for emergency service	3
Cutbacks/not enough funding	3
Not as good as it was/could improve	1
Need more inter-hospital transfers	1
Don't know/not stated	1

When asked to rate their level of satisfaction with ***bylaw enforcement*** such as animal or weed control or zoning infractions, 8% of respondents indicated that they were very satisfied, while 40% were somewhat satisfied, 15% were neutral and 25% were to some extent dissatisfied with bylaw enforcement. Thirteen percent (13%) of respondents were unsure of their level of satisfaction.

Compared to 1999, satisfaction with bylaw enforcement decreased significantly, as 61% were satisfied in 1999 and less than half (48%) were satisfied in 2000. Similar to other protective services, in 2000 respondents were less likely to be very satisfied with bylaw enforcement and more likely to say they were either neutral or somewhat dissatisfied with the service.

Figure 6



Those respondents who said they **receive fair or poor value for their tax dollar** were less likely to state that they were very satisfied with bylaw enforcement (3% compared to 11% who said good or very good value).

Among those respondents who were dissatisfied with bylaw enforcement (n=200), the most mentioned causes of dissatisfaction were: a perceived lack of weed control enforcement, disagreement with the need for a cat bylaw, lack of animal control such as strays and an overall discontentment with a lack of enforcement. See Table 6 below.

Table 6

What specific aspects of the BYLAW ENFORCEMENT SUCH AS ANIMAL OR WEED CONTROL OR ZONING INFRACTIONS dissatisfied you?	
	Percent of Respondents (n=200)
Lack of weed control/more weed control enforcement/too many weeds in parks	23
Don't agree with new cat bylaw	13
Lack of animal control/strays running loose	13
Overall bylaw enforcement lacking/not enough done	12
There is no cat bylaw/no cat licensing	6
Inconsistency of enforcement/ should be more rigid	3
Other (2% or less per mention)	30

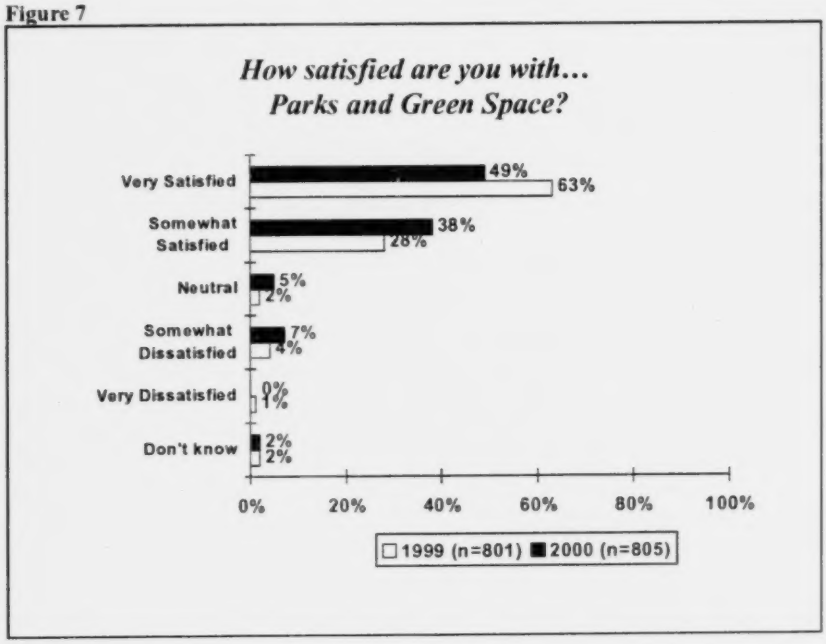
3.2.2 Satisfaction with Infrastructure / Hard Services

Respondents were asked to rate their satisfaction with nine of the City of Edmonton services that related to or are categorized as "infrastructure or hard services". See Figure 7 through 15.

Similar to results reported in 1999, the majority of respondents (87%) were very or somewhat satisfied with City of Edmonton parks and green spaces, (49% and 38%, respectively). Five percent (5%) were neither satisfied nor dissatisfied, while 7% were to some extent dissatisfied and 2% either did not provide a comment or were uncertain. See Figure 7 below.

While overall satisfaction remained consistent between survey years, in 2000 there was a significant decline in the proportion of respondents who were very satisfied (63% in 1999 said they were very satisfied compared to 49% in 2000).

Figure 7



Those subgroups less likely to say they were very satisfied with parks and green spaces included:

- those respondents who have **resided in Edmonton for six years or more** (43% - 49% compared to 57% of those who have lived in Edmonton for less time);
- respondents who **provided a good, fair or poor quality of life rating** (30% - 34% versus 59% who said very good or excellent);
- those who were **dissatisfied or neutral overall with City services** (24% - 42% versus 53% of those who were satisfied overall); and
- respondents who said they **received fair or poor value for their tax dollar** (41% compared to 59% who said very good or good value).

There were 56 respondents who were either very or somewhat dissatisfied with City of Edmonton parks and green spaces. As shown in Table 7, most respondents expressed their dissatisfaction because they felt the parks needed to be cleaned-up or maintained.

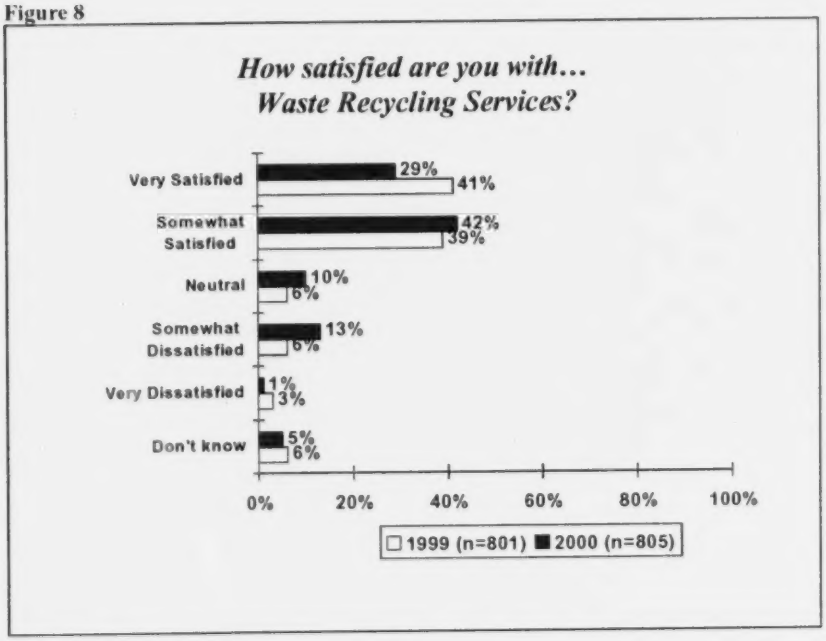
Table 7

What specific aspects of the PARKS AND GREEN SPACES dissatisfied you?	
	Number of Respondents (n=56)
Too much trash/maintenance/ keep up better/clear weeds	21
Not enough of them/could be more	10
Need to be safer in ravine area	6
Need more funding/cutbacks	4
No longer have flowers/fewer flowers	2
Need more bike paths	2
Dogs make a mess/run loose	2
No wood for BBQ's	2
Other (1 mention only)	7

Twenty-nine percent (29%) of respondents stated that they were very satisfied with City of Edmonton ***waste recycling*** services and 42% said they were somewhat satisfied, for a total of 71% who were satisfied with this service. Ten percent (10%) of respondents were neutral in regard to their satisfaction with waste recycling services while 14% were, to some extent, dissatisfied. Five percent (5%) of respondents were either unsure of their satisfaction level or did not provide a comment.

As shown in Figure 8, there was a significant decrease in the level of satisfaction with waste recycling services, as 80% in 1999 stated that they were, to some extent, satisfied with the service versus 71% in 2000. Respondents were more likely to be neutral or somewhat dissatisfied with the service then they were very satisfied.

Figure 8



Respondent subgroups less likely to be very satisfied with City of Edmonton waste recycling services included:

- respondents who **provided a good, fair or poor quality of life rating** (17% - 21% versus 35% who said very good or excellent); and
- those respondents who said they **received fair or poor value for their tax dollar** (23% compared to 38% who said very good or good value).

Among those respondents who were either very or somewhat dissatisfied with waste recycling services (n=115), the primary reasons for dissatisfaction included: the use of blue bags rather than the blue box, that there was no "blue box/area" for townhouses and condominiums, and that waste recycling locations were not accessible to everyone. See Table 8 below for a complete list of reasons why respondents were dissatisfied with waste recycling services.

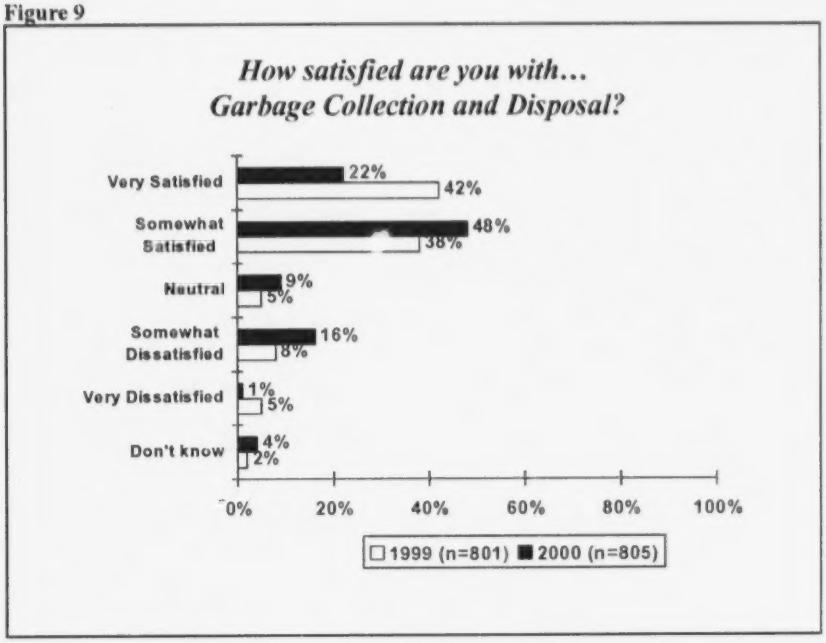
Table 8

What specific aspects of the WASTE RECYCLING SERVICES dissatisfied you?	
	Percent of Respondents (n=115)
Should not have to use blue bags/forced to buy them	21
No blue box at my townhouse/ apartment/condo	17
Locations not accessible to everyone/need more	13
Pick up not often enough	9
Loss of money on this/question cost effectiveness	7
Better with blue boxes	7
People are not recycling/need more public awareness	6
I don't believe that the stuff is being recycled	3
Against charge for extra bags (tag a bag)	2
Lack of information on what is recyclable	2
Inconvenient/make it easier/give incentive	2
Other (1 mention only)	8
Don't know/Not stated	3

When asked about ***garbage collection and disposal services***, 22% of respondents reported being very satisfied with the service, while about half (48%) were somewhat satisfied, 9% were neutral, and 17% were, to some degree, dissatisfied.

As shown in Figure 9 below, satisfaction with garbage collection and disposal services decreased since 1999, as 70% were to some extent satisfied in 2000 compared to 80% in 1999. Similar to other services, in 2000 there was a significant decline the proportion of respondents who said they were very satisfied (22% in 2000 compared to 42% in 1999).

Figure 9



Those subgroups less likely to be very satisfied with garbage collection and disposal included:

- respondents who **provided a good, fair or poor quality of life rating** (10% - 19% versus 28% who said very good or excellent);

- those who were **dissatisfied or neutral overall with City services** (8% - 15% versus 24% of those who were satisfied overall); and
- respondents who said they **received fair or poor value for their tax dollar** (11% compared to 29% who said very good or good value).

A total of 139 respondents who were either very or somewhat dissatisfied with garbage collection were asked about the specific aspects of their dissatisfaction. The primary reason for their discontentment related to the perception of infrequent garbage collection, including winter garbage collection every two weeks not being frequent enough and garbage collection, in general, not being frequent enough. Other reasons for residents' dissatisfaction with garbage collection and disposal are provided in Table 9.

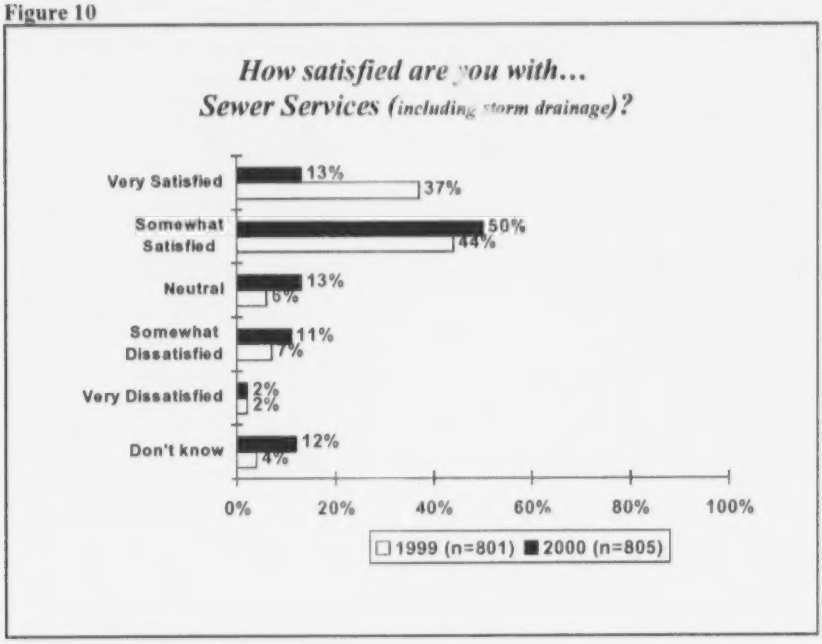
Table 9

What specific aspects of the GARBAGE COLLECTION AND DISPOSAL dissatisfied you?	
	Percent of Respondents (n=139)
Winter 2 week pick up not enough/need once a week in winter	43
Generally not often enough	19
Same user fee charge to condos as homeowners/fees too high	13
Don't pick up garbage when they are suppose to	7
Against tag a bag	6
Lowering the frequency of service in the winter should have lowered the fees	4
Other (1% or less per mention)	6
Don't know/Not stated	2

About six in every 10 respondents were to some degree satisfied with ***sewer services*** (13% said very satisfied and 50% said somewhat satisfied). Thirteen percent (13%) were neither satisfied nor dissatisfied, while 11% were somewhat dissatisfied and 2% were very dissatisfied with the sewer service provided by the City of Edmonton. Twelve percent (12%) of respondents were uncertain as to their level of satisfaction with sewer services. Again, this may be a result of limited contact with the service.

As depicted in Figure 10, there was a considerable decline in satisfaction compared to 1999 when 81% said they were either very or somewhat satisfied (versus 63% in 2000). Furthermore, there was a significant drop in the proportion of respondents who were very satisfied with sewer services in 2000 (13%) compared to those in 1999 (37%). It should be noted that in previous survey years this service was referred to as "water and sewer" services, which may have an impact on the survey results.

Figure 10



The following subgroups that were less likely to be very satisfied with City of Edmonton sewer service:

- respondents who **provided a good, fair or poor quality of life rating** (5% - 7% versus 17% who said very good or excellent);
- those who were **dissatisfied overall with City services** (5% compared to 10% - 14% of those who were neutral or satisfied overall);
- those who felt **the quality of service provided by the City had decreased** (4% versus 13% - 20% who said service had remained the same or increased); and
- respondents who said they **received fair or poor value for their tax dollar** (10% compared to 16% who said very good or good value).

Of the 100 respondents who were either very or somewhat dissatisfied with sewer services, the main reasons for dissatisfaction were high rates and flooding due to a perception of inadequate storm drains. Table 10 shows the specific aspects of their dissatisfaction.

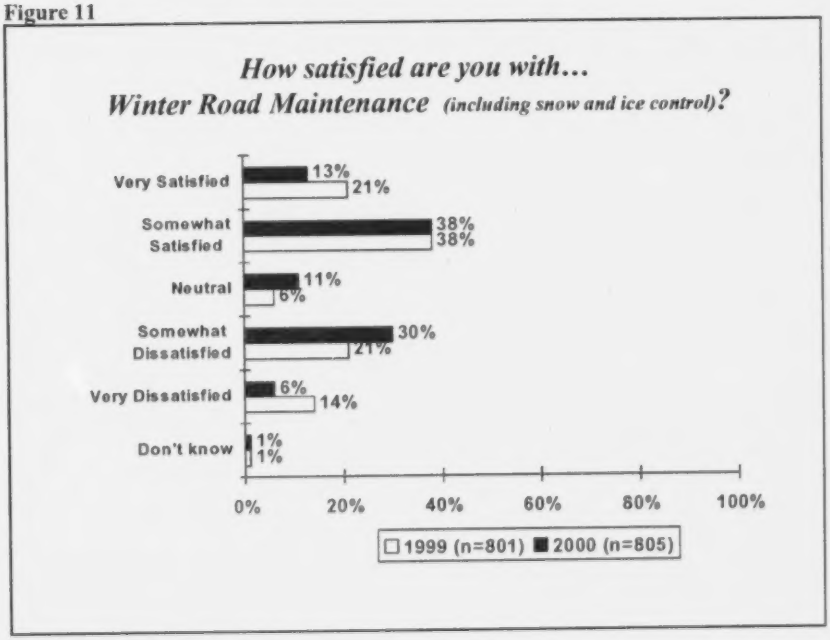
Table 10

What specific aspects of THE SEWER SERVICES INCLUDING STORM DRAINAGE dissatisfied you?	
	Percent of Respondents (n=100)
Rates that are charge/unfair rates	30
Flooding due to inadequate storm drains	22
Storm sewers need updating/inadequate	14
Storm drains smell due to lack of cleaning/sumps	9
Lack of service/poor service	6
Sewer back ups	5
Lack of maintenance/insufficient	3
Methods of charging for services	3
Other (2% or less per mention)	8

Respondents were asked to rate their satisfaction level with winter road maintenance including snow removal and ice control and summer road maintenance such as pothole repair. As shown in Figure 11, 13% of respondents were very satisfied with ***winter road maintenance***, while 38% were somewhat satisfied, 11% were neutral, 30% were somewhat dissatisfied and 6% were very dissatisfied.

Compared to 1999, satisfaction with winter road maintenance dropped significantly (51% satisfied in 2000 versus 59% in 1999), as respondents were more likely in 2000 to be somewhat dissatisfied with the service (30% compared to 21% in 1999).

Figure 11



The following subgroups were less likely to state that they were very satisfied with winter road maintenance service:

- respondents who **provided a good, fair or poor quality of life rating** (4% - 7% versus 16% who said very good or excellent);

- those who were **neutral or dissatisfied overall with City services** (4% - 7% compared to 16% of those who were satisfied overall);
- those who felt **the quality of service provided by the City had decreased** (5% versus 12% - 14% who said service had remained the same or increased); and
- respondents who said they **received fair or poor value for their tax dollar** (10% compared to 18% who said very good or good value).

Those respondents who were either very or somewhat dissatisfied with winter road maintenance (n=295) were questioned as to what aspects of winter road maintenance dissatisfied them. As shown in Table 11, the most frequently mentioned concern related to the perceived lack of snow removal on residential streets.

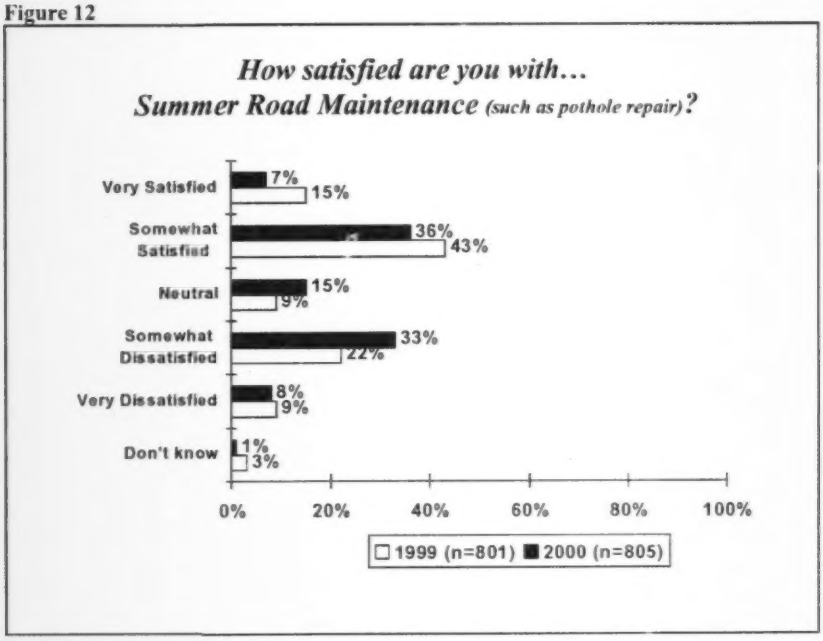
Table 11

What specific aspects of the WINTER ROAD MAINTENANCE INCLUDING SNOW REMOVAL AND ICE CONTROL dissatisfied you?	
	Percent of Respondents (n=295)
Need more removal on residential streets/keep up/sanding	58
Poor job in residential areas	15
General lack of snow removal	8
Remove snow, don't just pile it up	4
Plowed snow onto sidewalks and driveways	2
Not enough sanding/salting	2
Shouldn't use sand/messy/looks bad	1
Need to budget more to keep up with the job	1
Not efficient/too expensive for size of city	1
Sidewalks not cleared on residential streets	1
Other (less than 1% per mention)	6
Don't know/Not stated	1

As depicted in Figure 12, similar proportions of respondents were satisfied, as they were dissatisfied with ***summer road maintenance***. Forty-three percent (43%) of respondents were to some extent satisfied (7% were very satisfied and 36% were somewhat) and 41% were to some degree dissatisfied (33% were somewhat dissatisfied and 8% were very dissatisfied). Fifteen percent of respondents (15%) were neither satisfied nor dissatisfied.

Similar to the decrease in satisfaction with winter road maintenance, satisfaction with summer road maintenance declined substantially, as respondents were more likely in 2000 to be somewhat dissatisfied with the summer maintenance (33% in 2000 said they were somewhat dissatisfied compared to 22% in 1999).

Figure 12



Respondents less likely to state that they were very satisfied with summer road maintenance were:

- those who were **neutral or dissatisfied overall with City services** (3% - 4% compared to 7% of those who were satisfied overall); and
- those respondents who said they **received fair or poor value for their tax dollar** (5% compared to 10% who said very good or good value).

Those respondents who were either very or somewhat dissatisfied (n=326) with summer road maintenance were asked about the specific aspects of their discontentment. As shown in Table 12, the most frequent comments related to pothole repairs.

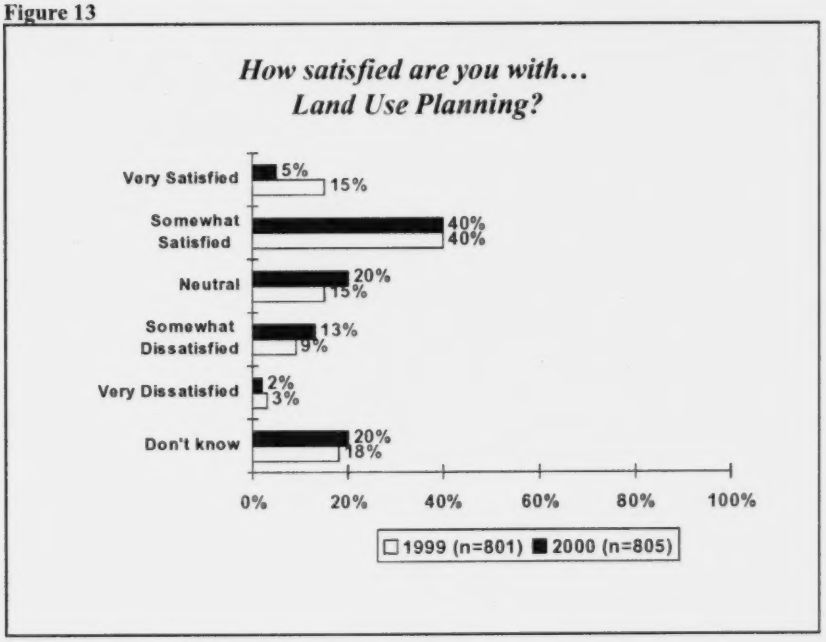
Table 12

What specific aspects of the SUMMER ROAD MAINTENANCE SUCH AS POTHOLE REPAIR dissatisfied you?	
	Percent of Respondents (n=326)
Too many potholes not being fixed	43
Doesn't seem to get done at all/could be better	14
Band-Aid approach/makeshift repairs/low quality	10
Takes too long to do repairs	7
Inconvenient due to blocked roads/lack of warning/do work at night	6
State of roads-in very bad shape/poor	4
Side streets are being ignored/residential	3
Need to repair roads more often/steady preventative maintenance	3
Potholes not properly fixed and re-appear	2
Inefficient use of manpower/not efficient	1
Not done in high priority areas/high traffic areas	1
Road conditions are hard on cars	1
Too much dirt, leaves and sand on streets	1
Other (less than 1% per mention)	4

Less than half of all respondents (45%) were either very (5%) or somewhat (40%) satisfied with ***land use planning services*** including the coordination of new residential, commercial and industrial developments. Twenty percent of respondents (20%) stated that they were neutral, 13% were somewhat dissatisfied and 2% were very dissatisfied with land use planning services provided by the City of Edmonton. A sizable proportion of respondents (20%) were either uncertain as to their level of satisfaction or did not provide a response. This may be a result of limited awareness or exposure to land use planning services.

As shown in Figure 13 overall satisfaction with land use planning decreased since 1999 as 55% were satisfied in 1999 compared to 45% in 2000. Likewise, there was an obvious proportion of respondents that were less likely in 2000 to be very satisfied with the service and more likely to be neutral or somewhat dissatisfied.

Figure 13



The following subgroups were less likely to state that they were very satisfied with City of Edmonton land use planning service:

- respondents who **provided a good, fair or poor quality of life rating** (2% versus 7% who said very good or excellent); and
- respondents who said they **received fair or poor value for their tax dollar** (3% compared to 7% who said very good or good value).

Table 13 shows the specific aspects of dissatisfaction among those respondents who were either very or somewhat dissatisfied with land use planning (n=118). The most frequently mentioned reasons for respondents' dissatisfaction was a perceived lack of planning, that the City is too sprawled out and that commercial and industrial development is too close to residential areas.

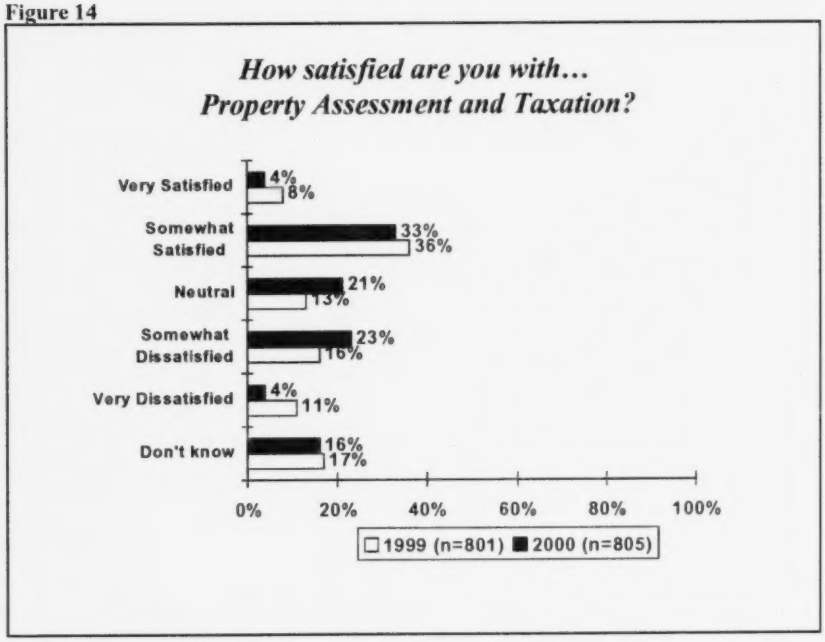
Table 13

What specific aspects of the LAND USE PLANNING WHICH INCLUDES THE CO-ORDINATION OF NEW RESIDENTIAL, COMMERCIAL, AND INDUSTRIAL DEVELOPMENT dissatisfied you?	
	Percent of Respondents (n=118)
Planning is lacking and uncontrolled/no plan/vision	46
City is too spread out/urban sprawl	13
Commercial and industrial ,development too close to residential	6
Developing too much farmland	5
Listen to residents regarding rezoning/more public input	3
Against low-income housing	3
Some areas don't have enough schools	3
Not getting best use of land for dollars spent	3
Destroying historical sites and buildings	3
Keep low rentals out of nice communities	2
Road system is poorly planned	2
Too much shopping mall construction	2
Could make city more attractive/re-do older areas	2
Other (1% or less per mention)	9

When asked about City of Edmonton ***property assessment and taxation*** services 37% of respondents were either very or somewhat satisfied with the service (4% said very and 33% said somewhat satisfied). About two in every five respondents (21%) were neither satisfied nor dissatisfied, 23% were somewhat dissatisfied and 4% were very dissatisfied with the service provided. Sixteen percent of respondents (16%) were either unsure of their satisfaction level or did not provide a rating. This is likely a result of having limited knowledge or exposure to City property assessment and taxation services.

As shown in Figure 14, compared to last year, satisfaction with property assessment and taxation dropped substantially, as respondents were more likely in 2000 to be either neutral (21% in 2000 compared to 13% in 1999) or somewhat dissatisfied with the service (23% in 2000 compared to 16% in 1999).

Figure 14



The subgroups less likely to say that they were very satisfied with property assessment and taxation service included:

- respondents who have **resided in Edmonton 10 years of less** (1% versus 4% - 5% of those who have resided in Edmonton for a longer period);
- those who were **neutral or dissatisfied overall with City services** (1% - 2% compared to 4% of those who were satisfied overall);
- those who felt **the quality of service provided by the City had decreased or remained the same** (3% versus 8% who said service had increased); and
- respondents who said they **received fair or poor value for their tax dollar** (2% compared to 6% who said very good or good value).

Among those respondents either very or somewhat dissatisfied with property assessment and taxation (n=218), the primary causes of their dissatisfaction was a belief that taxes are too high and comments and concerns related to market value assessment. See Table 14 below.

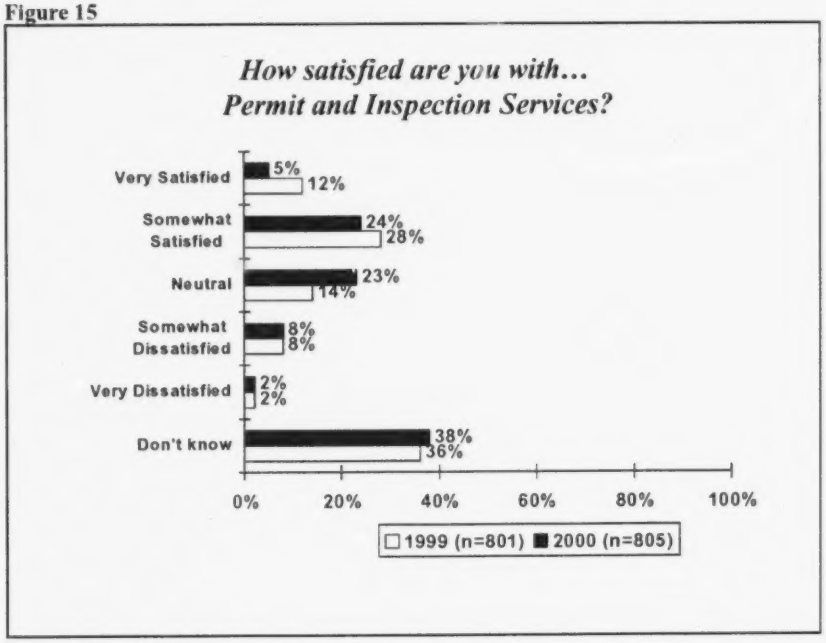
Table 14

What specific aspects of the PROPERTY ASSESSMENT AND TAXATION dissatisfied you?	
	Percent of Respondents (n=218)
Taxes too high/keep going up	62
Assessments are too high/over assessment	11
Poor method of assessment (re: MVA)	5
Service levels go down but taxes go up/pay more get less	5
Inspections inconsistent/not properly done	3
Not sure how assessment is made/how calculated	3
Seniors should receive a tax consideration/not pay education tax	3
Do not physically come out to assess property	2
Poor quality service/needs to be addressed	2
Apartments/condos/over-assessed compared to single detached homes	1
Other (less than 1% per mention)	1
Don't know/Not stated	2

When asked to rate their overall satisfaction in regard to ***permit and inspection services*** for new buildings and improvements, a significant percentage of respondents were undecided as to their satisfaction, as 38% of respondents said they did not know. Once again this may be a result of having limited or no contact with permit and inspection services. About one-third of respondents (29%) were to some extent satisfied with the permit and inspection services, while 23% were neutral and 10% were dissatisfied to some degree.

Overall satisfaction with permit and inspection service declined in 2000 when 29% were, to some degree, satisfied with service compared to 40% in 2000. Furthermore, there was a significant proportion of respondents who were more likely in 2000 to say they were neither satisfied nor dissatisfied with the service (23% in 2000 versus 14% in 1999). See Figure 15 below.

Figure 15



The following subgroups were less likely to state that they were very satisfied with permit and inspection services:

- those who felt **the quality of service provided by the City had decreased** (4% versus 6% - 10% who said service had remained the same or increased); and
- respondents who said they **received fair or poor value for their tax dollar** (3% compared to 9% who said very good or good value).

Those respondents who were either very or somewhat dissatisfied with permit and inspection services (n=80) were questioned as to what specific aspects of those services dissatisfied them. As shown in Table 15, the most frequently mentioned areas of concern included the perception that inspections were incomplete or not thorough enough, that inspectors were seen as incompetent and that there were not enough inspections.

Table 15

What specific aspects of the PERMIT AND INSPECTION SERVICES FOR NEW BUILDINGS AND IMPROVEMENTS dissatisfied you?	
	Number of Respondents (n=80)
Inconsistency/don't inspect properly/not thorough	21
Some inspectors not competent/need more training	14
Are not inspecting enough for violations/need more inspectors	12
High rates/costs too much for permits	8
Takes too long to get permits	6
Too much bureaucracy/red tape	4
Too hard to obtain permits/make it hard for people to build	3
Landlords should check buildings for upgrades, etc.	3
Over regulated	2
Regulations change from year to year/no consistency	2
Other (1 mention only)	5

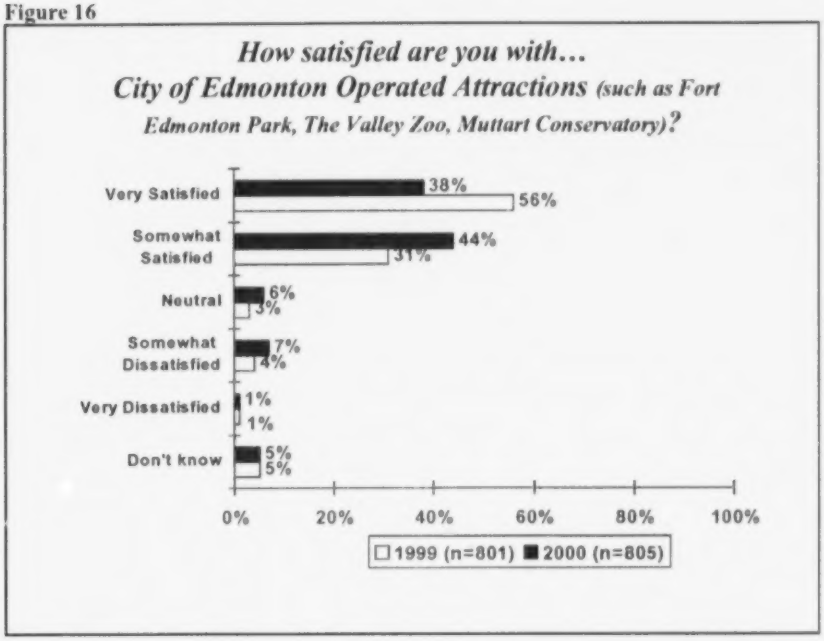
3.2.3 Satisfaction with Community / People Services

Of the 21 City of Edmonton services rated, eight of the services were categorized as "community or people services". See Figures 16 through 23.

The majority of respondents (82%) reported that they were very satisfied with ***City of Edmonton operated attractions*** such as Fort Edmonton Park, the Valley Zoo or the Muttart Conservatory (38% said they were very satisfied and 44% said they were somewhat satisfied). Six percent (6%) commented that they were neither satisfied nor dissatisfied, while 8% were, to some extent, dissatisfied with the services provided by the City of Edmonton operated attractions. Five percent of respondents were unable to provide a rating for the attractions.

When compared to 1999 results, overall satisfaction with City operated attractions declined (82% in 2000 versus 87% in 1999). In particular, respondents in 2000 were more likely to state that they were somewhat rather than very satisfied with City attractions (44% said somewhat satisfied in 2000 compared to 31% in 1999). See Figure 16 on the following page.

Figure 16



The respondent subgroups less likely to be very satisfied with City of Edmonton operated attractions were:

- **males** (34% versus 41% of females);
- respondents who **provided a good, fair or poor quality of life rating** (25% - 26% versus 45% who said very good or excellent);
- those who were **neutral** or **dissatisfied overall with City services** (24% - 32% compared to 40% of those who were satisfied overall);
- those who felt **the quality of service provided by the City had decreased** (28% versus 38% - 52% who said service had remained the same or increased); and
- respondents who said they **received fair or poor value for their tax dollar** (28% compared to 47% who said very good or good value).

Among those 64 respondents who said they were very or somewhat dissatisfied with City of Edmonton operated attractions, most mentioned the zoo as a reason for their dissatisfaction. See Table 16 below for a complete list of reasons relating to respondent dissatisfaction with City operated attractions.

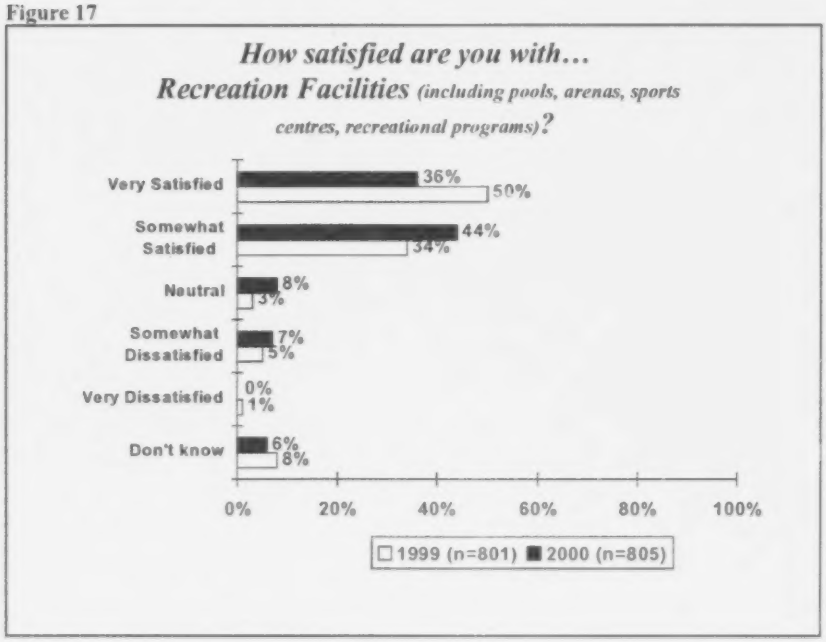
Table 16

What specific aspects of the CITY OF EDMONTON OPERATED ATTRACTIONS SUCH AS FORT EDMONTON PARK, THE VALLEY ZOO, OR MUTTART CONSERVATORY dissatisfied you?	
	Number of Respondents (n=64)
Zoo needs upgrading/more attractions	22
Admission fees are too high/too expensive	10
Need more funding	7
Showing their age/need maintenance/spruce up	6
Not promoted enough/more advertising	5
Poor treatment of animals at Zoo/need more space	4
Not operated properly/need more educational purposes	3
Public needs to support these attractions more	2
They are boring/find them a joke	2
Need new programs at Fort Edmonton Park	2
Hours of service/extend to day light hours in summer	1

As illustrated in Figure 17 below, 80% of respondents were satisfied with ***City of Edmonton recreation facilities*** including pools, arenas, sports centres and recreational programs, with 36% being very satisfied and 44% being somewhat satisfied. Eight percent (8%) of respondents were neither satisfied nor dissatisfied and only 7% were, to some degree, dissatisfied with City of Edmonton recreation facilities. Six percent (6%) were either unable to provide a rating or did not comment.

While overall satisfaction with City recreation facilities remained high, compared to 1999 respondents this year were less likely to state that they were very satisfied with City recreation facilities (36% in 2000 versus 50% in 1999).

Figure 17



The following respondents were less likely to be very satisfied with recreation facilities:

- respondents who **provided a good, fair or poor quality of life rating** (22% - 28% versus 43% who said very good or excellent);
- those who were **neutral or dissatisfied overall with City services** (19% - 26% compared to 39% of those who were satisfied overall);
- those who felt **the quality of service provided by the City had decreased or remained the same** (27% - 35% versus 56% who said service had increased); and
- respondents who said they **received fair or poor value for their tax dollar** (25% compared to 42% who said very good or good value).

Of the 57 respondents who were either very or somewhat dissatisfied with City of Edmonton recreation facilities, the main reasons for dissatisfaction were a lack of facilities in their area and arena and recreation facilities being too costly. Table 17 shows the specific aspects of their dissatisfaction.

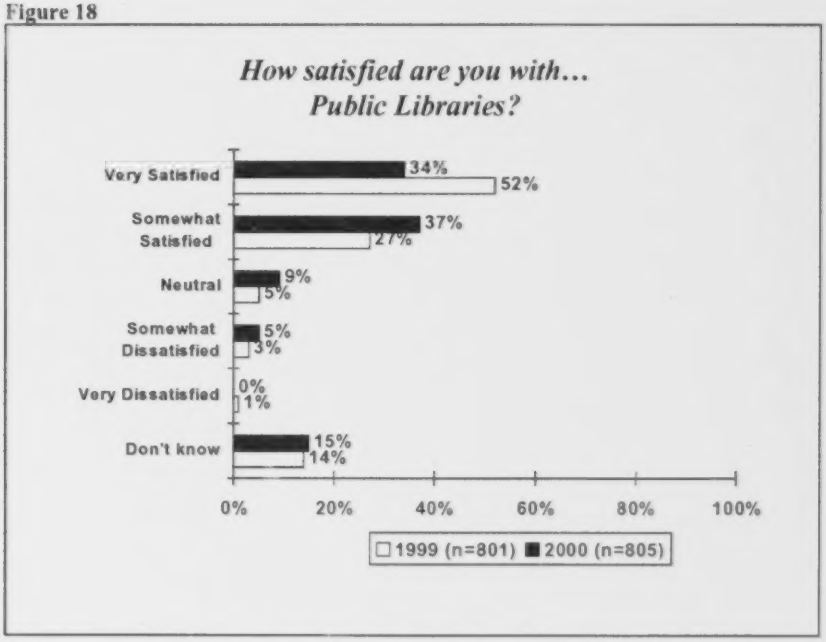
Table 17

What specific aspects of the RECREATION FACILITIES INCLUDING POOLS, ARENAS,SPORTS CENTRES, AND RECREATIONAL PROGRAMS dissatisfied you?	
	Number of Respondents (n=57)
Lack of facilities in our area/need more	19
Arena fees too high/fees	15
Inadequate maintenance	7
Need more money into pools and other services for kids	2
Over crowded/waiting lists for special events	2
Closing of public pools	2
Generally could be better	2
Scheduling of ice time could be better	2
Hours of operation/open more/better schedules	2
Need programs to get enough funding to support facilities	1
Should be more support from city	1
Not enough for seniors	1
Need subsidies for people who can not afford it	1

When asked to rate their satisfaction level with ***public libraries***, 34% of residents said they were very satisfied with the public libraries and 37% said they were somewhat satisfied. Nine percent of respondents (9%) were neutral in terms of their satisfaction with public libraries, while 5% were, to some degree, dissatisfied. A sizable proportion of respondents (15%) either did not provide a rating or did not comment. This may be due to respondents having limited exposure to public libraries.

As shown in Figure 18, overall satisfaction with public libraries decreased compared to 1999 when 79% were satisfied (versus 71% in 2000). Additionally, in 2000 there was a substantial drop in the proportion of respondents that were less likely to be very satisfied with the public libraries (34% compared to 52% in 1999 who were very satisfied).

Figure 18



Those respondent less likely to be very satisfied with public libraries included:

- respondents who **provided a good, fair or poor quality of life rating** (17% - 21% versus 41% who said very good or excellent);
- those who were **neutral or dissatisfied overall with City services** (21% - 24% compared to 36% of those who were satisfied overall);
- those who felt **the quality of service provided by the City had decreased or remained the same** (29% - 34% versus 40% who said service had increased);
- respondents who said they **received fair or poor value for their tax dollar** (29% compared to 42% who said very good or good value);
- respondents **without children** residing in their household (31% versus 38% with children); and
- those respondents with a reported **income of $20,000 or less** (21% compared to 27% - 43% of higher income groups).

Among the 40 respondents who were, to some degree, dissatisfied with public libraries most said their dissatisfaction related to fees being too high. Table 18 provides a complete list of reasons why respondents were dissatisfied with public libraries.

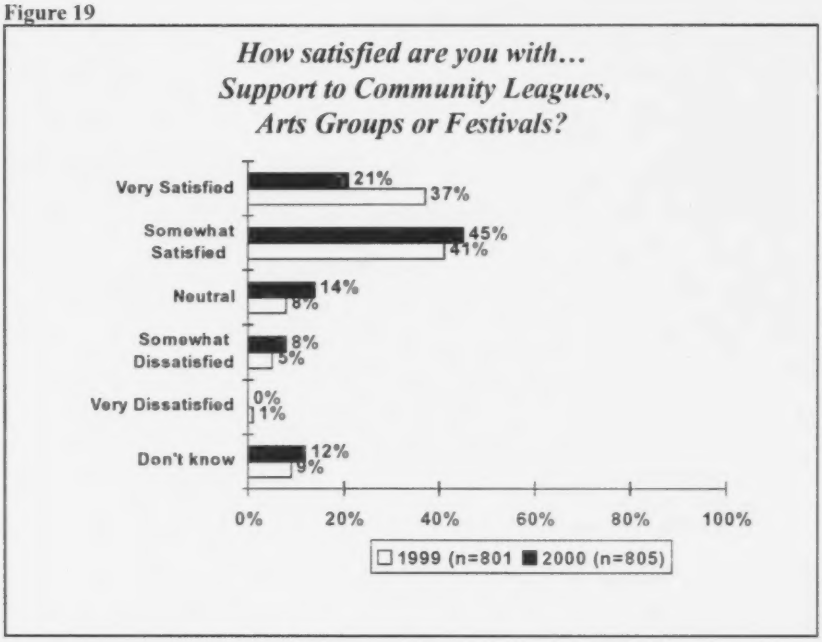
Table 18

What specific aspects of the PUBLIC LIBRARIES dissatisfied you?	
	Number of Respondents (n=40)
Fees are too high/user fees	12
Not enough of them	10
Lack of books/specialty areas/lack of materials	9
Locations	3
Need bigger libraries	2
They are not given enough funding for books and staff	2
Computer book inventory system out of date	1
Not consistent customer service	1

As shown in Figure 19, 66% of respondents reported that they were very (21%) or somewhat (45%) satisfied with the City of Edmonton's ***support to community leagues, art groups or festivals***. Fourteen percent (14%) were neither satisfied nor dissatisfied, while 8% were, to some degree, dissatisfied. Twelve percent (12%) of respondents stated that they were uncertain as to their level of satisfaction regarding the City's support to community leagues, arts groups or festivals.

Overall satisfaction with this service declined as 78% were, to some degree, satisfied in 1999 compared to 66% in 2000. Likewise, in comparison with 1999 results respondents in 2000 were more likely to state that they were either neutral (14% versus 8% in 1999), somewhat dissatisfied (8% versus 5% in 1999) or unsure (12% versus 9% in 1999) with the support given by the City to these groups.

Figure 19



The following subgroups were less likely to comment that they were very satisfied with the City's support to community leagues, arts groups or festivals:

- respondents who have **resided in Edmonton 11 years or more** (18% - 19% versus 25% - 29% of those living in Edmonton for less time);
- respondents who **provided a good, fair or poor quality of life rating** (11% - 17% versus 27% who said very good or excellent);
- those who felt **the quality of service provided by the City had decreased or remained the same** (11% - 21% versus 40% who said service had increased);
- **homeowners** (18% versus 26% or renters);
- respondents who said they **received fair or poor value for their tax dollar** (13% compared to 22% who said very good or good value); and
- **older respondents** 45 years of age or older (11% - 19% compared to 23% - 29% of younger respondents).

There were 68 respondents who were either very or somewhat dissatisfied with support to community leagues, arts groups, or festivals. Table 19 shows the specific aspects of their dissatisfaction. When assessing all mentions, a significant proportion of the comments related to perceived need for more funding for community leagues, arts groups, or festivals.

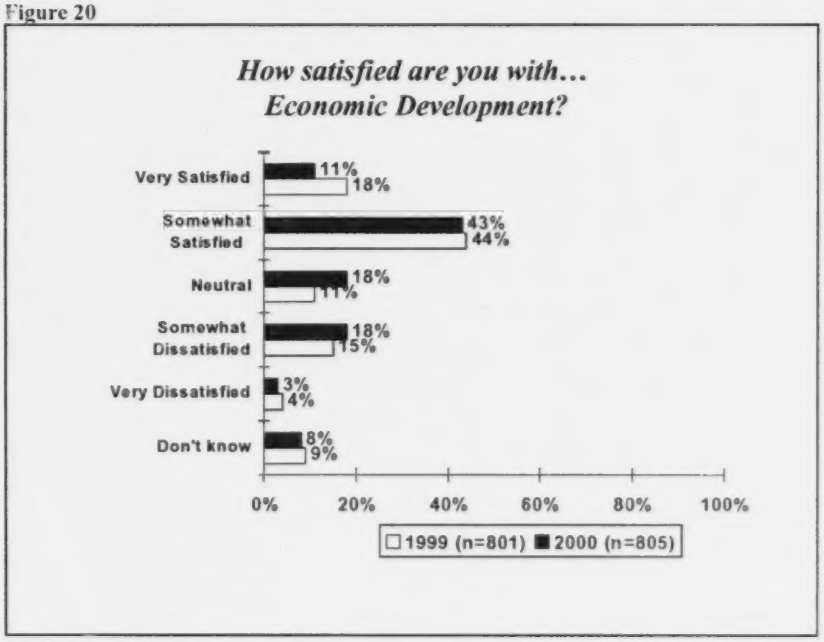
Table 19

What specific aspects of the SUPPORT TO COMMUNITY LEAGUES, ARTS GROUPS, OR FESTIVALS dissatisfied you?	
	Number of Respondents (n=68)
Needs more funding/less cutbacks/year round support	22
Should be self supporting/waste of money/using too much tax money to support	13
Community leagues not receiving enough support	12
Arts community needs more funding/losing some arts programs	4
Should control their finances better	3
Festivals need more funding	3
Art groups and festivals getting too much money	2
Seniors classes have been cancelled	2
Other (1 mention only)	7

Figure 20 shows that 11% of respondents reported being very satisfied with the City of Edmonton ***economic development services*** including attracting new businesses and jobs and an additional 43% said they were somewhat satisfied with the service. Eighteen percent (18%) of respondents were neither satisfied nor dissatisfied, while 18% said they were somewhat dissatisfied and 3% said they were very dissatisfied with the economic development services. Eight percent (8%) either were uncertain as to their level of satisfaction or did not provide a response.

Compared to last year, overall satisfaction with economic development dropped substantially (54% were either very or somewhat satisfied in 2000 versus 62% in 1999), as respondents were more likely in 2000 to provide a neutral rating (18% compared to 11% in 1999).

Figure 20



Respondents less likely to be very satisfied with economic development included:

- those who **provided a good, fair or poor quality of life rating** (4% - 8% versus 14% who said very good or excellent);
- those who were **neutral or dissatisfied overall with City services** (8% compared to 11% of those who were satisfied overall);
- those who felt **the quality of service provided by the City had decreased or remained the same** (6% - 10% versus 20% who said service had increased); and
- **homeowners** (8% versus 14% or renters).

Those respondents who were either very or somewhat dissatisfied with economic development (n=164) were questioned as to what aspects of economic development dissatisfied them. As shown in Table 20, the most frequent reasons for respondents dissatisfaction were that not enough businesses were being attracted to the area, businesses were moving to Calgary and there is a need to create more jobs.

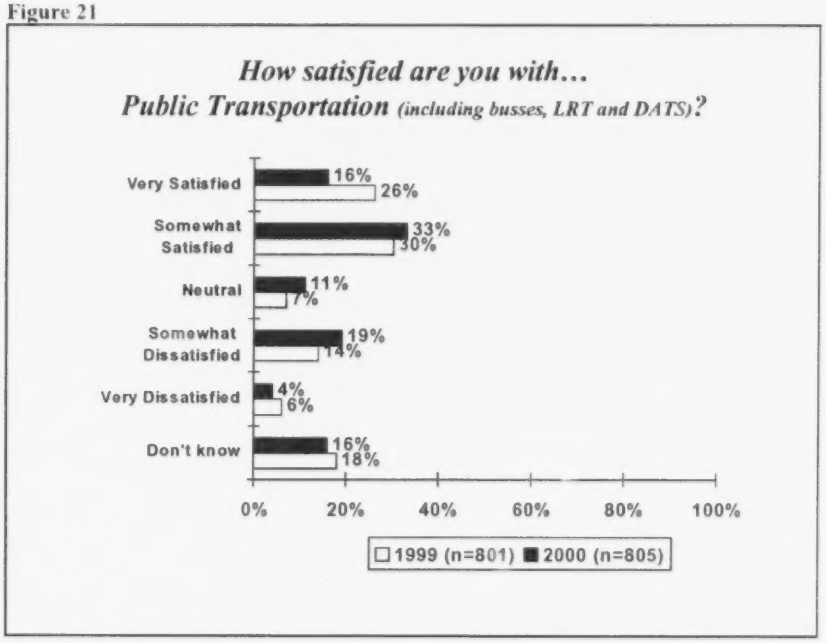
Table 20

What specific aspects of the ECONOMIC DEVELOPMENT INCLUDING ATTRACTING NEW BUSINESSES AND JOBS dissatisfied you?	
	Percent of Respondents (n=164)
Not attracting new business/need more effort/not showing results	39
Jobs/businesses/head offices moving to Calgary	19
Not enough job creation/not doing enough	15
Not offering enough incentives for businesses	4
Commercial taxes too high/business taxes too high	3
Small/new business not supported/ self-employed not supported	3
Losing big business	2
Not much growth in city/not developing	2
International airport is not drawing new business	2
Other (1% or less per mention)	8
Don't know/Not stated	3

Just less than half (49%) of the Edmonton residents interviewed were, to some degree, satisfied with ***public transportation services*** including buses, LRT and DATS (16% were very satisfied and 33% were somewhat satisfied). Eleven percent of respondents (11%) provided a neutral satisfaction rating, while 19% said they were somewhat dissatisfied and 4% were very dissatisfied. A substantial proportion of respondents (16%) commented that they were unsure of their level of satisfaction with City of Edmonton public transportation. This may be a direct result of respondents having limited or no contact with the public transportation system.

As shown in Figure 21 below, satisfaction with public transportation dropped since 1999, as 49% were to some extent satisfied in 2000 compared to 56% in 1999. Compared to results reported in 1999, respondents this year were more likely to state that they were either neutral (11% versus 7% in 1999) or somewhat dissatisfied (19% versus 14% in 1999) with public transportation services.

Figure 21



The following subgroups were less likely to be very satisfied with public transportation:

- those who were **neutral or dissatisfied overall with City services** (3% - 10% compared to 19% of those who were satisfied overall);
- respondents who said they **received fair or poor value for their tax dollar** (8% compared to 20% who said very good or good value); and
- **homeowners** (14% versus 20% or renters).

There were 189 respondents who were either very or somewhat dissatisfied with public transportation. Table 21 shows the specific aspects of their dissatisfaction. The most frequently mentioned reasons for dissatisfaction included the need for an expansion of the LRT, dissatisfaction with scheduling and the need for more direct service.

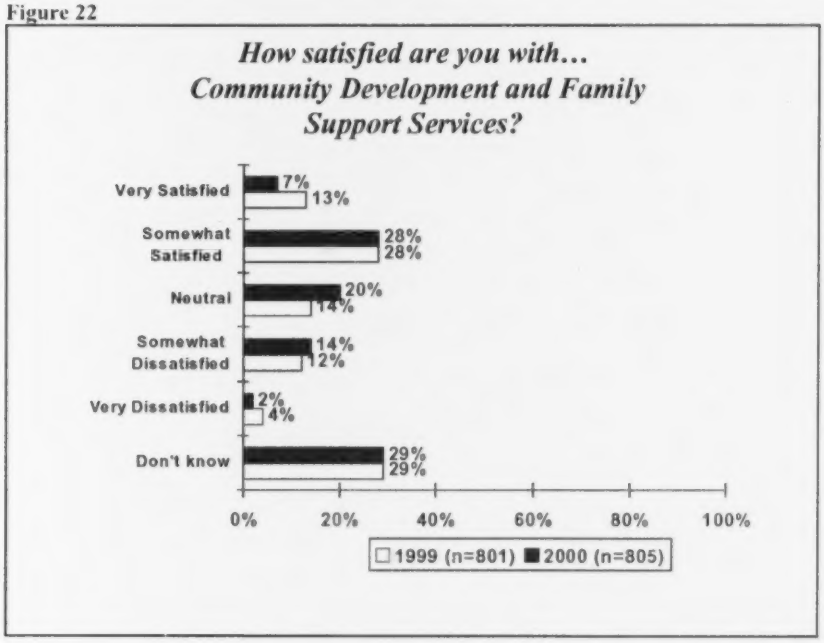
Table 21

What specific aspects of the PUBLIC TRANSPORTATION INCLUDING BUSES, THE LRT AND DATS dissatisfied you?	
	Percent of Respondents (n=189)
LRT only goes North and South/need to expand	25
Scheduling and routes are not efficient	12
Takes too long to get anywhere/need more direct service	11
Poor service/needs improvement	9
Increased fares/high rates	9
Frequency of service needs to be increased	7
Improve DATS service/need on-call service/expensive	6
Routes: hard to get around to residential areas	4
Transfer not as smooth now/Number required	4
Holiday schedules/weekend/night	3
Other (1% or less per mention)	10

When asked to rate their level of satisfaction with City of Edmonton ***community development and family support services*** such as preventative social services, a substantial proportion of respondents were unable to provide a rating (29% said "don't know"). This may be explained as a result of respondents having limited communication or contact with community and family support services. About one-third of respondents (35%) provided a positive rating of either very (7%) or somewhat (28%) satisfied with community and family support services, while 20% were neutral, 14% said they were somewhat dissatisfied and 2% commented that they were very dissatisfied.

Compared to last year, overall satisfaction with community development and family support services dropped significantly (35% were satisfied in 2000 versus 41% in 1999), as respondents were more likely in 2000 to provide a neutral rating (20% in 2000 compared to 14% in 1999). See Figure 22.

Figure 22



No significant differences were found among respondent subgroups.

Among the 125 respondents who were either very or somewhat dissatisfied with community and family support services, the most frequently mentioned reasons for dissatisfaction were their perception of inadequate programs and the need for more funding. See Table 22 below.

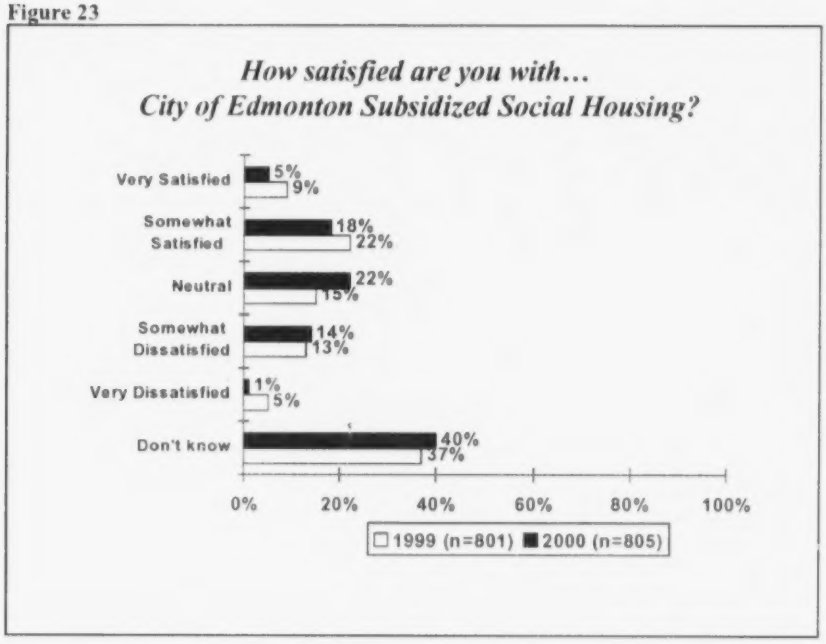
Table 22

What specific aspects of the COMMUNITY AND FAMILY SUPPORT SERVICES dissatisfied you?	
	Percent of Respondents (n=125)
Inadequate programs/not enough for people with problems/ resources/ support	39
Cutbacks/needs more funding	13
Out of school care for single parent families/subsidized	9
Understaffed/need more support workers/need more community workers	8
Should be federal government funding not city	6
People who really don't need it get because system is abused	4
Hard to access services and information	3
Delays in having concerns processed	2
Support to families in trouble is lacking	2
Cutbacks to counseling services/ affordable counseling	2
Not clear on what the services are/need to inform people	2
Other (1% or less per mention)	8
Don't know/Not stated	2

A significant proportion of respondents were unable to provide a satisfaction rating in relation to ***City of Edmonton subsidized social housing*** (40% said they did not know how satisfied they were with the service). Once again, this may be a result of respondents having limited awareness or contact in terms of this service. Five percent (5%) stated that they were very satisfied, 18% said they were somewhat satisfied and 22% were neither satisfied nor dissatisfied. Fifteen percent (15%) of respondents reported that, to some extent, they were dissatisfied with City of Edmonton subsidized social housing services.

As depicted in Figure 23, overall satisfaction with City subsidized social housing services declined (23% were satisfied in 2000 versus 31% in 1999), with respondents more likely in 2000 to provide a neutral rating (22% compared to 15% in 1999).

Figure 23



There were no significant differences among respondent subgroups in terms of their satisfaction with City of Edmonton subsidized social housing.

Those respondents who were either very or somewhat dissatisfied with City of Edmonton assisted social housing (n=125) were questioned about the specific aspects of their dissatisfaction. As shown in Table 23, most felt there was not enough housing provided to low income citizens.

Table 23

What specific aspects of the CITY OF EDMONTON SUBSIDIZED SOCIAL HOUSING dissatisfied you?	
	Percent of Respondents (n=125)
Not enough for low income families/need more	48
Not being maintained properly/ houses not kept up/look run down	10
City does not do enough/need to address the issue	9
Waiting list is too long/long time to go through cases	9
Too many cuts to this area/not enough funding	6
Should be responsibility of federal government not city	5
Abuse of the system should be monitored	5
Need an overhaul in all areas	2
Not enough quality housing/decent/poor conditions	2
Other (1% or less per mention)	4

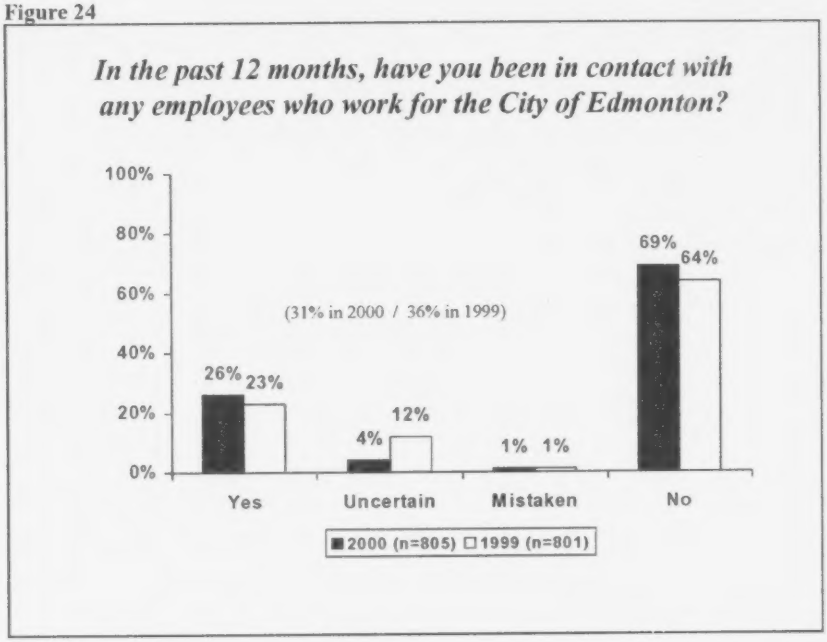
3.3 Contact with City of Edmonton Employee

3.3.1 Percentage Who Had Recent Contact

To assess if perceptions of performance vary depending on whether or not people have had recent contact with a City of Edmonton employee, respondents were asked if, in the past 12 months, they had been in contact with a City of Edmonton employee, either by phone, in person or in writing. As shown in Figure 24 on the next page, about one-third (31%) of respondents indicated they had been in contact with a City of Edmonton employee in the past 12 months. When asked to describe their last contact, 26% could clearly be identified as having had contact with the City, with an additional 4% who did not provide sufficient information to determine whether or not, in fact, they had actually been in contact with a City of Edmonton employee. Only 1% (or 9 respondents) thought they had been in contact with a City employee but in fact, had been in contact with another organization. These results are similar to what was reported in 1999, when 36% of respondents indicated they had been in contact with a City of Edmonton employee.

Only a small percentage of respondents (1%) received services from other organizations but thought it was the City of Edmonton. This demonstrates that the performance of City of Edmonton employees directly relates to their actual performance, in other words, the perceived performance of City employees is not necessarily linked to the performance of other organizations outside the City of Edmonton's control or direct influence.

Figure 24



The profile of those respondents confirmed as being in contact in the last year with a City of Edmonton employee (n=214), is as follows:

- 54% male and 46% female;
- 13% who have lived in the City less than five years, 9% who lived in the City between 5-10 years, 22% lived in the City 11-20 years and 56% who have lived in the City 21 years or longer;
- 80% homeowners and 30% renters;
- 13% were 18-24 years old, 48% were 25-44 years, 30% were 45-64 years old and 8% were 65 years of age or older;
- 6% have less than high school education, 20% have high school education, 32% have either some or graduated from college, 42% have either some or have graduated from university;
- 5% earned less than $20,000 annually, 13% earned $20,000 to less than $30,000, 12% earned $30,000 to less than $40,000, 24% earned $40,000 to less than $60,000 and 31% earned $60,000 or more; and
- 4% work for the City of Edmonton and 96% do not.

3.3.2 Organizations that Respondents Last Contacted

Table 24 lists what proportion of respondents' last contacts were with various City of Edmonton departments (for the 214 respondents who were identified as actually having been in contact with the City of Edmonton). As shown, contacts were dispersed across all departments and no one department or agency accounted for a substantial portion of the total reported contacts. A similar range of contacts were reported in previous survey years.

Table 24

Thinking about your last contact with a City of Edmonton employee, what specific type of service did that employee provide you? And for which department did the employee work?	
CITY OF EDMONTON CONTACTS	***Percent of Respondents (n=214)***
Police Services (police, bylaw enforcement)	14
Planning and Development	13
Bylaw services (garage sale permits, dog licenses, business licensing)	8
Assessment and Taxation	7
Street engineering/construction/maintenance (snow removal, sanding)	7
Edmonton Transit/LRT & buses	6
Recreational facilities and attractions	5
Water and Sanitation	5
Asset Management and Public Works	4
Edmonton Power/EPCOR	3
Office of the Mayor/Office of the Councilors	3
Transportation and Streets	3
Parks & Rec. (general)	2
Community Services	2
Waste management (garbage and recycling)	2
Cashier at City Hall	2
Social Services (assisted housing/social support)	2
Other (1% or less per mention)	12

Table 25 lists the most frequent responses of those who may have been in contact with an City of Edmonton employee, and Table 26 shows the services that many respondents mistakenly thought were provided by City of Edmonton employees.

Table 25

Thinking about your last contact with a City of Edmonton employee, what specific type of service did that employee provide you? And for which department did the employee work?	
UNCERTAIN CONTACTS	***Number of Respondents (n=29)***
Utility information/billing info	5
Land development planner	5
Land titles	2
Junior achievement programs	2
Other (1 mention only)	6
Don't know/Not stated	9

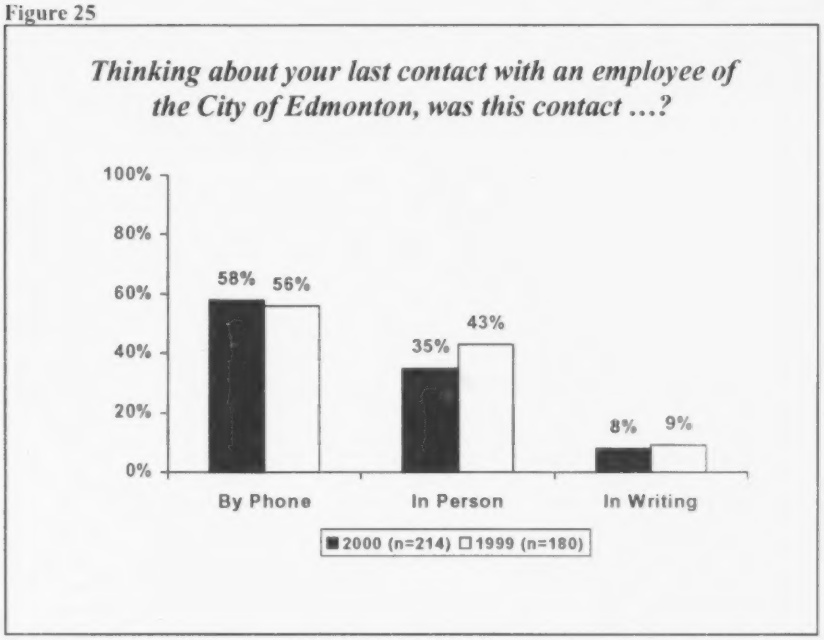
Table 26

Thinking about your last contact with a City of Edmonton employee, what specific type of service did that employee provide you? And for which department did the employee work?	
MISTAKEN CONTACTS	***Number of Respondents (n=9)***
Agency that assists fighting traffic tickets	1
Social visit/private call	3
Capital Health Authority (all health related issues)	1
TELUS	2
Federal government	2

3.3.3 Method of Last Contact

Figure 25 illustrates the means by which respondents last contacted the City of Edmonton. Of the 214 respondents who were verified as actually having had contact with the City of Edmonton in the last 12 months, 58% were last in contact by phone, 37% visited in person, and 8% had contact in writing. Similar results were reported in 1999.

Figure 25

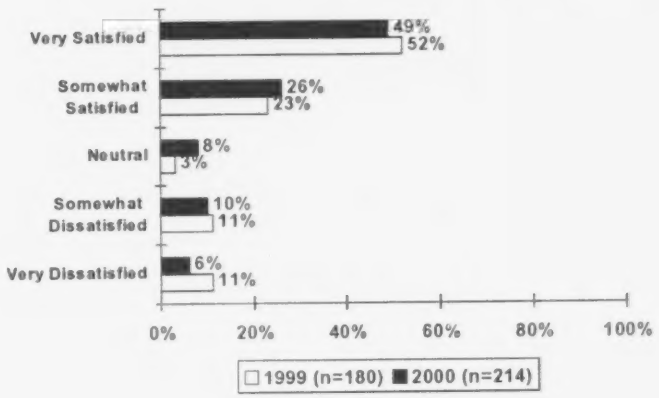


3.4 Overall Satisfaction with a City of Edmonton Employee

To assess overall satisfaction with their last contact with a City of Edmonton employee, respondents were asked if they were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied or very dissatisfied with the service provided. Figure 26 below, shows that, of those who actually contacted a City of Edmonton employee (n=214), 75% were satisfied with the service provided (49% very and 26% somewhat satisfied). Eight percent (8%) were neither satisfied nor dissatisfied and 16% were, to some extent, dissatisfied (10% said somewhat and 6% said very dissatisfied). Similar satisfaction ratings were reported in 1999.

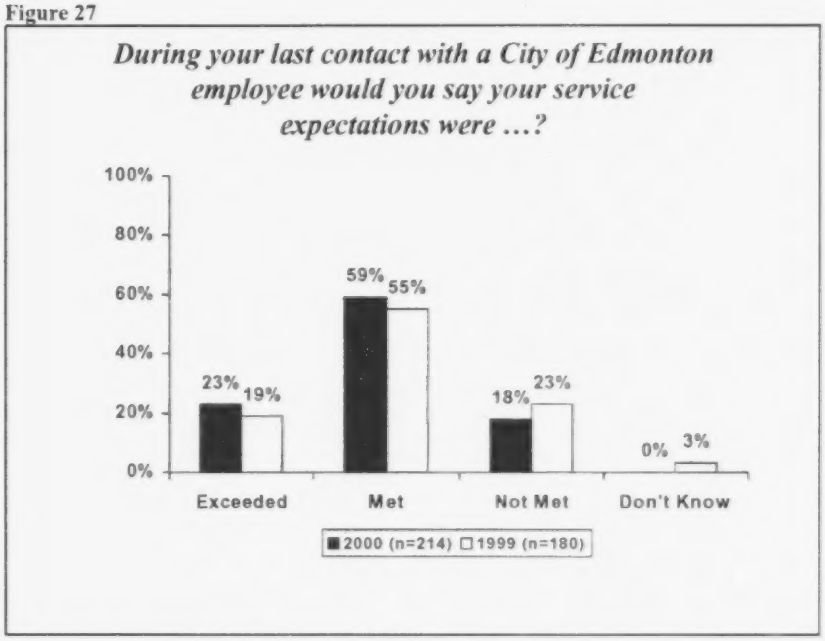
Figure 26

Overall, how satisfied were you with the service provided by the City of Edmonton employee you last contacted?



When asked if their service expectations were exceeded, met or not met during their last contact with a City of Edmonton employee, 23% of those in contact with the City of Edmonton said their expectations were exceeded, 59% said their expectations were met, and 18% said their expectations were not met. Compared to 1999, service expectations remained consistent. See Figure 27 below.

Figure 27



Those respondents who were identified as having contact with the City of Edmonton and who said their expectations were 'exceeded' (n=53) or 'not met" (n=46) were asked why they felt that way. Table 27 and 28 provides a complete list of reasons why respondents felt their service expectations were either exceeded or not met during their last contact with a City of Edmonton employee.

Table 27

What is the main reason you feel that your service expectations were EXCEEDED?	
	Number of Respondents (n=53)
Got a lot more service/information than I expected	14
Got immediate support and information/prompt service	11
Very helpful/efficient	9
Had my problem resolved/went extra mile	6
Very nice/pleasant	5
Was knowledgeable/informative	2
Prompt service	2
Very courteous/treated me will	2
Responsive to my needs	1
Don't know/Not stated	1

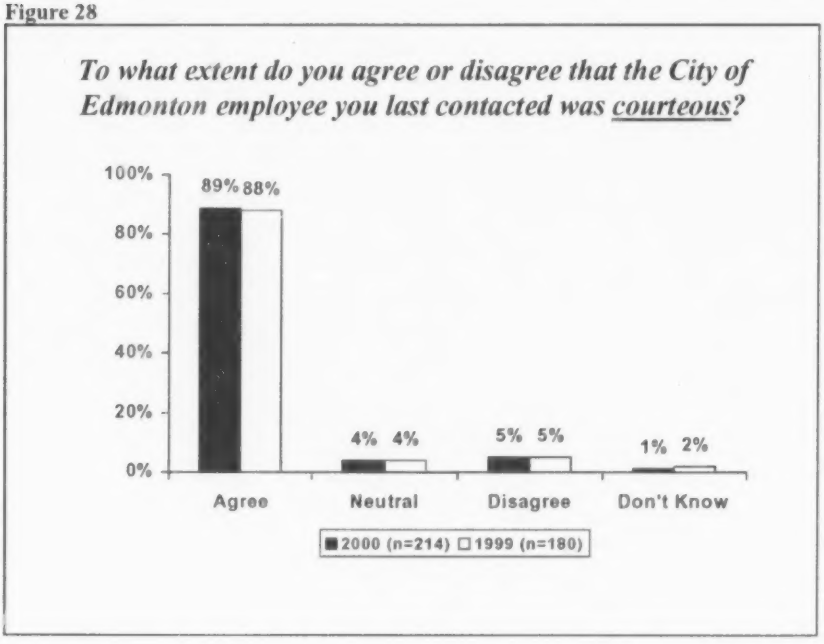
Table 28

What is the main reason you feel that your service expectations were NOT MET?	
	Number of Respondents (n=46)
Didn't follow up/call me back	6
Gave bad customer service/not attentive to my needs	5
Information received was incorrect/incomplete	4
Not a friendly encounter	3
Haven't had a response to my concern	3
Took too long to complete/too busy	3
They did nothing	3
They made a mistake	2
Did not like the outcome	2
Other (1 mention only)	9
Don't know/Not stated	6

3.5 City of Edmonton Employee Performance

Respondents were asked to rate their level of agreement with selected statements about their last contact. Figure 28 demonstrates that, of those actually in contact with City of Edmonton employees (n=214), 89% said the employee was courteous (66% strongly, and 23% somewhat agreed). Only 5% of respondents who had actually contacted a City of Edmonton employee disagreed that the employee they last contacted was courteous. Similar results were reported in 1999.

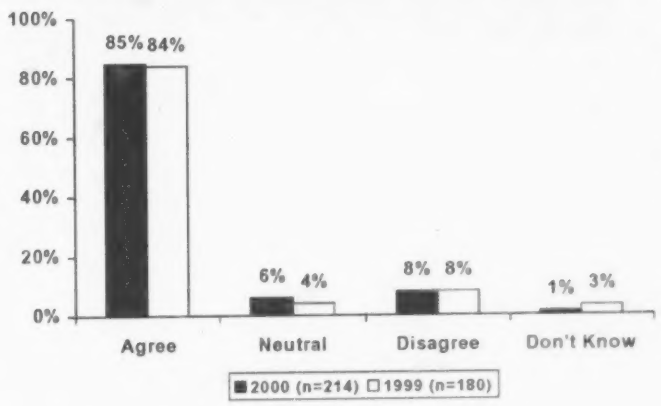
Figure 28



Similar to results reported in 1999, Figure 29 illustrates that of those who actually contacted a City of Edmonton employee, 85% agreed that the employee was knowledgeable (61% strongly, and 24% somewhat agreed). Eight percent (8%) disagreed, to some extent, that the employee was knowledgeable about the services they provided.

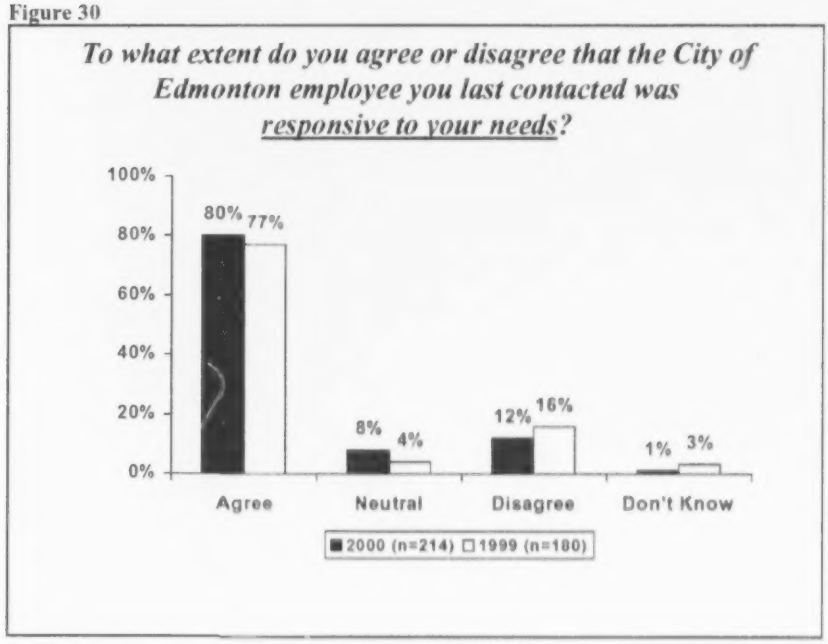
Figure 29

To what extent do you agree or disagree that the City of Edmonton employee you last contacted was knowledgeable about the service they provided?



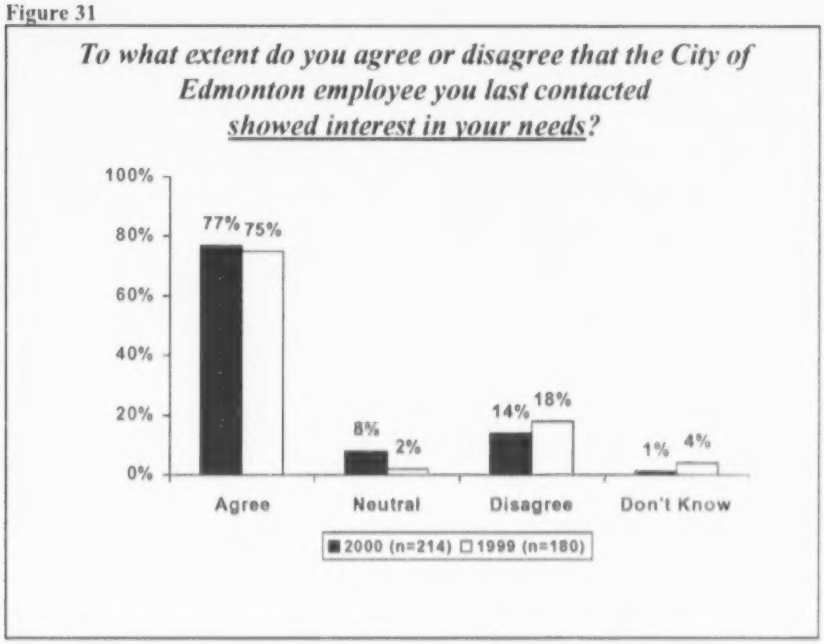
As indicated in Figure 30, during respondents' last contact, about 80% of City of Edmonton employees were seen as being responsive to their needs (56% strongly, and 24% somewhat agreed). Twelve percent (12%) of respondents who had contacted a City of Edmonton employee were not considered to be responsive to respondents' needs. No significant differences were found between survey years.

Figure 30



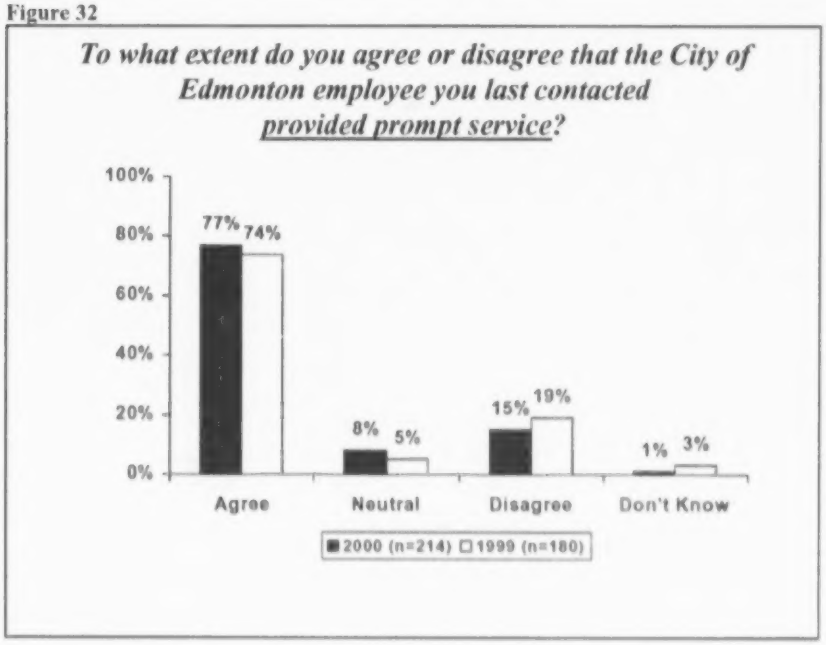
During their last contact with a City of Edmonton employee, about three-quarters of respondents (77%) agreed that the employee showed interest in their needs (51% strongly agreed and 26% somewhat agreed). Fourteen percent (14%) of respondents felt that the City of Edmonton employee did not show an interest in their needs when they last contacted them. Similar agreement was reported in 1999.

Figure 31



About three-quarters of respondents (77%) who were confirmed as actually contacting a City of Edmonton employee agreed that the employee provided prompt service during their last contact (54% strongly agreed and 23% somewhat agreed). Fifteen percent (15%) of respondents who had contact with a City of Edmonton employee disagreed that that employee provided prompt service. As shown in Figure 32, similar agreement that City employees provided prompt service was reported in 1999.

Figure 32



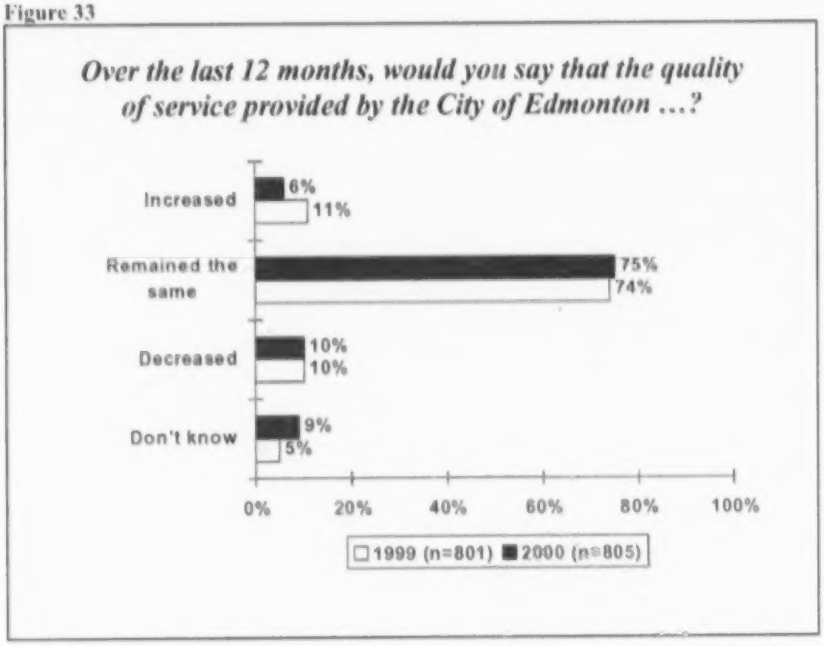
3.6 Overall Perceptions of the City of Edmonton

3.6.1 Perceived Changes in Quality of Service

Next, all respondents were asked if they felt the quality of service provided by the City of Edmonton had increased, decreased or remained about the same over the last 12 months. Most respondents (75%) thought the quality of City services had remained about the same, while 10% felt that the quality of service had decreased and 6% felt the quality of service had increased. Nine percent (9%) of respondents were unsure.

While most respondents continued to feel that the quality of service provided by the City of Edmonton had remained the same, compared to 1999 respondents in 2000 were less likely to say the quality had increased (6% compared to 11% in 1999). See Figure 33.

Figure 33



Those respondents who either indicated that the quality of service provided by the City of Edmonton had 'increased' (n=50) or 'decreased' (n=79) in the past 12 months were asked why they felt that way. As shown in Table 29 below and 30 on the next page, road maintenance was the most frequently mentioned response both in terms of the quality of service increasing and decreasing.

Table 29

In what way or ways has the QUALITY OF SERVICE INCREASED?	
	Number of Respondents (n=50)*
Road street maintenance/cleaning	8
Bus routes/public transportation seems to be better	5
Response time is better	4
Services are getting better/helpful service	4
Cleaning up the City/better/quicker/looking cleaner	4
Recycling/blue bags great/recycling plant	3
Police increased with photo radar	2
Better attitude/optimism	2
Better development around the city	2
Other (1 mention only)	18
Don't know/Not stated	6

* Multiple Mentions.

Table 30

In what way or ways has the QUALITY OF SERVICE DECREASED?	
	Number of Respondents (n=79)*
Road street maintenance/cleaning	10
Poorer service/cost of service up, level of service down	9
Reduced bus service/lack of shelters/bus changes	8
Snow removal/decreased/no removal residential streets	7
Park maintenance	6
Medical system cuts/hospitals	5
Garbage pick up frequency reduced	4
Response time longer for ambulance/police	4
Social Services funding cutbacks	4
Grass cutting	3
All City services being cut back/fewer staff/budget cutbacks	3
Voice mail/accessibility/want to talk to a person	2
Decrease in crime prevention	2
Promises about roads in area and nothing has changed	2
Community service reductions	2
Poor value for tax dollar/high taxes	2
User fees	2
Privatization too much	2
Services cut that shouldn't be	2
Not happy with politicians/aldermen take too long to respond	2
Emergency services need more funding	2
Recreational facilities not run well	2
Other (1 mention only)	17
Don't know/Not stated	4

* Multiple Mentions.

3.6.2 Suggested Changes or Improvement to the Services provided by the City of Edmonton

Respondents were asked to indicate the one change or improvement in City of Edmonton services that would better meet their needs. While a long list of suggestions was articulated, the most frequently mentioned suggestions included improving road maintenance (10%), the public transportation system (9%) and road conditions in the winter (6%). As shown in Table 31, similar suggestions were expressed in 1999. Also similar to 1999 results, a substantial portion of respondents (28%) either did not provide a suggestion in terms of improvements to the service provided by the City of Edmonton or felt that nothing needed improving.

Table 31

In your view, what one change or improvement in the service provided by the City of Edmonton would do most to better meet your needs?		
	*Percent of Respondents**	
	2000 (n=805)	*1999 (n-801)*
Road maintenance/repairs/potholes	10	10
Public transportation/more/better transit service	9	12
Improve road conditions in winter/residential snow removal	6	12
LRT extension	5	3
Road infrastructure/access routes/highway system/freeways	4	3
Lower taxes/fairer taxes/lower condo taxes/keep taxes level	3	3
More frequent winter garbage pickup/more frequent garbage pickup	3	2
Reduce crime rate	2	1
Medical service concerns	2	1
More traffic police/improved policing/foot patrol/home security/more police	1	3
Street cleaning/spring cleaning of streets	1	2
People answering telephones/less voice mail/person to person contact/less bureaucracy	1	1
Other (less than 1% per mention)	30	33
Nothing needs improvement	5	4
Don't know/Not stated	23	25

* Multiple Mentions.

3.6.3 Recommend City of Edmonton to Others

Similar to 1999 results, the vast majority of respondents (92%) stated that they would recommend the City of Edmonton to others as a place to live. Only 6% (or 44 respondents) said that they would not recommend the City and 2% were either unsure of their recommendation or did not provide a response. See Figure 34 below.

Figure 34

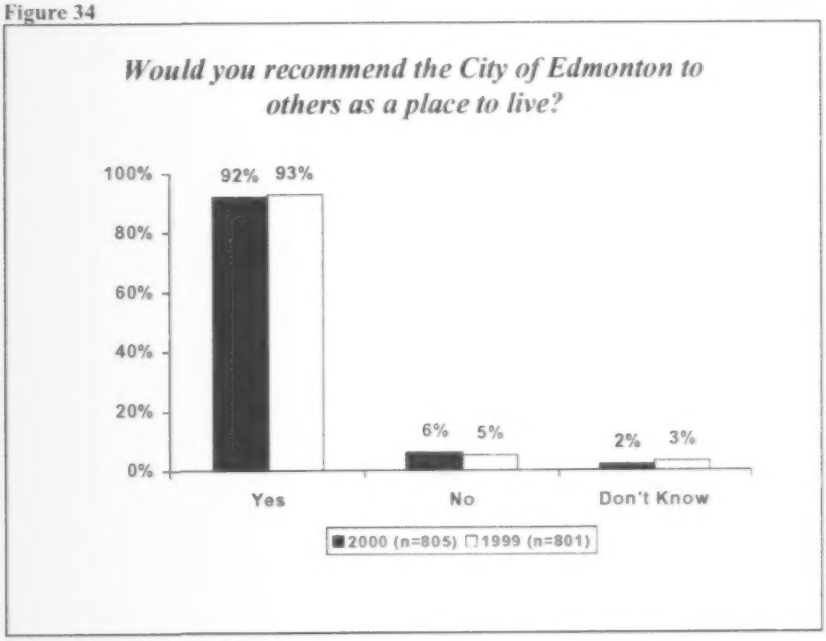


Table 32 provides a list of responses as to why the 44 respondents who said they would not recommend the City of Edmonton to others as a place to live felt that way.

Table 32

What is the main reason you feel that you WOULD NOT RECOMMEND the City of Edmonton?	
	Number of Respondents (n=44)
Climate: bad weather/winter too long	5
Lack of jobs/high unemployment/seasonal employment	4
Don't like living in cities/indifferent	3
Gang related shootings	2
Don't like it (unspecified)/other places are nicer/better	4
Utilities expensive and high taxes	2
Bad health care system	2
Too crowded	2
Other (1 mention only)	16
Don't know/Not stated	4

3.7 Perceived Funding Priorities

Next, respondents were asked to think about the funding that, in their opinion, may or may not be needed for improvements to City of Edmonton services. First, respondents were questioned as to whether there were any areas where they felt it was necessary to add funding for improvements. As outlined in Table 33, while a significant number of areas were noted as requiring additional funds to drive improvements, a sizable proportion of respondents commented that they believed that there were no areas in which funding should be increased or added (17%). The most frequently mentioned areas where additional funding should be allocated included summer road maintenance (22%), public transportation (15%), winter road maintenance (14%), and community and family support services (12%).

Table 33

Is there any area where you feel it is NECESSARY TO ADD FUNDING for improvements		
	*Percent of Respondents**	
	2000 (n=805)	*1999 (n=801)*
Summer road maintenance such as pothole repair	22	18
Public transportation including buses and LRT	15	15
Winter road maintenance including snow removal and ice control	14	22
Community and family support services	12	10
Police services	9	11
Health care/medical/more hospital beds/hospitals	9	8
Education/Schools	6	10
Parks and green spaces	6	7
Recreation facilities (pools, arenas, sports centres & rec programs)	5	4
Roads: better planning/more freeways/better infrastructure	5	6
City of Edmonton assisted social housing	4	6
Support to community leagues, arts groups or festivals	4	3
Ambulance services	3	4
Garbage collection and disposal	2	3
Economic development including attracting new businesses and jobs	2	2

Is there any area where you feel it is NECESSARY TO ADD FUNDING for improvements		
	*Percent of Respondents**	
	2000 (n=805)	*1999 (n=801)*
Public libraries	2	2
City assisted social housing/low income housing subsidized	2	
Clean up inner City/beautify the City, slum areas/old areas	1	2
Sewer services including storm drainage	1	1
Day care/child care/hot lunches subsidized	1	--
No/no areas where funding should be increased or added	17	21
Other (less than 1% per mention)	12	24
Don't know/Not stated	7	8

* Multiple Mentions.

Respondents were then asked, if in their opinion, there were any areas they felt funding should be reduced. Similar to last year, the majority of respondents (54%) remarked that there were no areas in which funding should be reduced. See Table 34, below.

Table 34

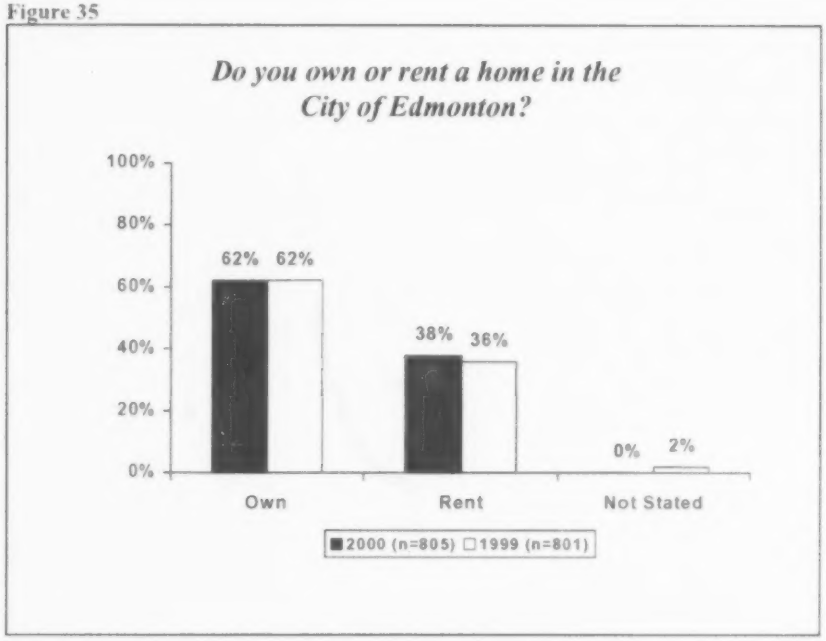
Is there any area where you feel that FUNDING SHOULD BE REDUCED?		
	*Percent of Respondents**	
	2000 (n=805)	*1999 (n=801)*
No/no areas where funding should be reduced	54	60
Mayor and city council wages/raises/retirement packages	9	1
Support to community leagues, arts groups or festivals	4	3
The Oilers/Pro sports teams	2	2
Administration costs/reduce admin services	1	8
Police services	1	1
Better budgeting/better management	1	--
Economic development including attracting new businesses	1	--
Other (less than 1% per mention)	9	17
Don't know/Not stated	21	20

* Multiple Mentions.

3.8 Views Towards Property Taxes

Next, respondents were asked whether or not they owned or rented their home in the City of Edmonton. As depicted in Figure 35, 62% of respondents indicated that they owned their home, while 38% rented. A similar proportion of homeowners versus renters was reported in 1999.

Figure 35



The following respondent subgroups were more likely to own their home:

- those who have **lived in Edmonton six or more years** (47% - 75% versus 30% who have lived in Edmonton five years or less);
- respondents **25 years of age or older** (61% - 80% compared to 14% of younger respondents);
- those **with children** residing in their households (70% versus 58% without children); and

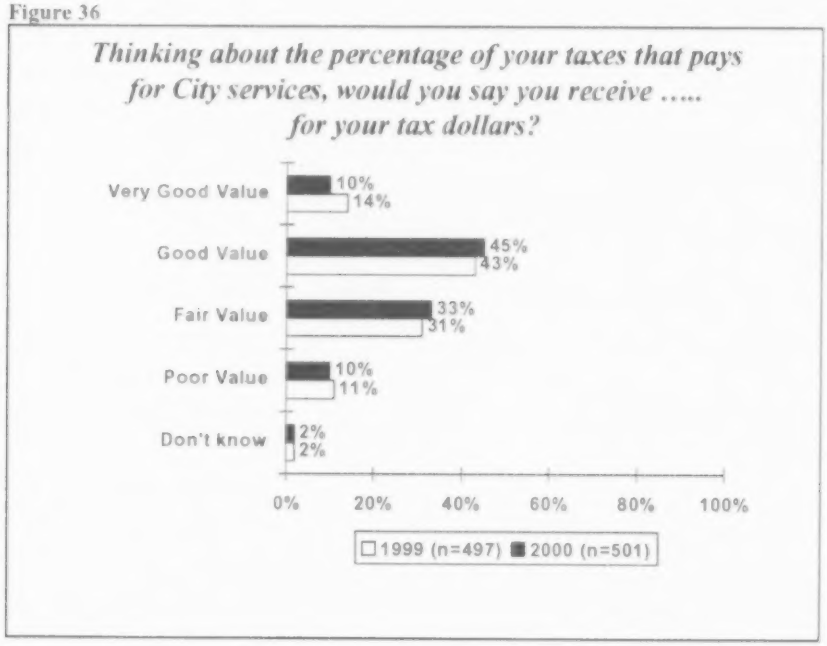
- respondents with **household incomes of $20,000 or over** (44% - 82% compared to 27% of those with lower household incomes).

Next, those residents who own a home (n=501) were read the following:

> *"Property taxes in the City of Edmonton are related to the value of the property. The average residential property tax bill in Edmonton is approximately $1,600. About 47% of this is controlled by the Province to pay for education and schools. This means that the average residential property owner pays about $850 for city services."*

Respondents were then asked if this percentage of their tax that pays for City services provides them with very good value for their tax dollars, good value, fair value or poor value for their tax dollars. Similar to results reported in 1999, over half of taxpayers (55%) stated that they felt they received very good (10%) or good (45%) value for their tax dollar. About one-third (33%) said they received fair value and 10% said poor value for their tax dollar. See Figure 36 below.

Figure 36



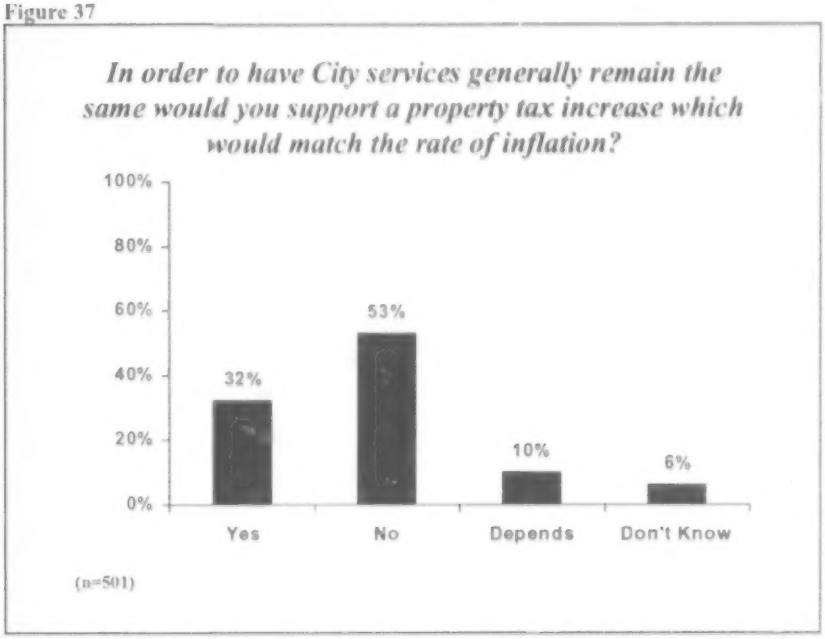
Respondents who said they received either fair or poor value for their tax dollar (n=218) were asked what was the main reason they felt that way. As shown in Table 35, 18% of homeowners felt that City services had declined in spite of taxes increasing. Despite the introduction to the question, 13% of respondents also associated school taxes with City services and commented that the school taxes were too high. Table 35 below, provides a complete list of reasons why homeowners felt they received either fair or poor value for their tax dollar.

Table 35

What is the main reason you feel that you receive FAIR OR POOR VALUE for your tax dollar?	
	Percent of Respondents (n=218)
Services have declined despite tax increases	18
School taxes, have no children/too much to school taxes	13
Taxes too high	7
City being an inefficient/bureaucracy using money incorrectly	7
Don't get quality road maintenance for money paid	7
Pay taxes on services we don't receive/don't use	5
Always room for improvement	4
Not enough snow removal (residential)	3
Need more funding for education	3
Don't know where money is going	3
You simply pay for what you get	2
We don't have control over where money is spent	2
Could have a better road system	1
Taxes too high for new areas where there are no services yet	1
Not enough garbage collection	1
Other (less than 1% per mention)	13
Don't know/Not stated	10

Next, taxpayers were asked in order to have City service levels generally remain the same if they would support a property tax increase that would match the rate of inflation. As shown in Figure 37, about one-third of taxpayers (32%) said they would support a property tax increase, while half (53%) said they would not and 6% said they did not know. Ten percent (10%) of respondents said that their support for a tax increase would depend on certain factors (see Table 34.) This question was not asked in previous survey years.

Figure 37



Those respondent subgroups less likely to support a property tax increase at the rate of inflation included:

- **females** (59% versus 46% of males);
- respondents who **provided a good, fair or poor quality of life rating** (6% - 27% versus 37% who said very good or excellent);

- those who felt **the quality of service provided by the City had decreased** (67% versus 41% - 50% who said service had remained the same or increased); and
- respondents who said they **received fair or poor value for their tax dollar** (62% compared to 45% who said very good or good value).

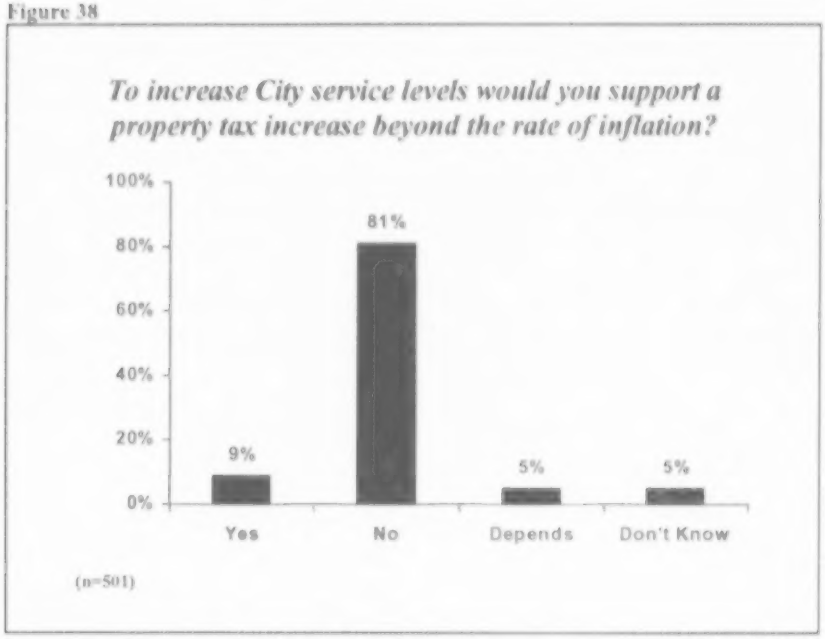
Among those respondents who provided a comment in terms of a property tax increase which would match inflation (n=65), about one-quarter (or 17 respondents) said that their support would depend on how much the inflation rate was. See Table 36 below, for a complete list of comments relating to respondents support for a tax increase at the rate of inflation.

Table 36

In order to have City service levels generally remain the same would you support a property tax increase which would match the rate of inflation? "COMMENTS"	
	Number of Respondents (n=65)
Depends on what inflation rate was/minimal	17
Only if our salary and pension also goes up with inflation	10
Need more information on what increase is used for and where spending now	6
Depends on the service	6
If it keeps service levels the same	4
If property value increases	3
Only if city services are improved	3
Need to monitor waste/only if used wisely	2
Need to get more funding from province	2
Yes, if done fairly	2
Other (1 mention only)	10

As shown in Figure 38, 81% of taxpayers said that in order to increase City service levels they would not support a tax increase beyond the rate of inflation. Nine percent (9%) stated that they would support a tax increase to increase service levels and 5% were unsure. Five percent (5%) of respondents stated that their support would depend on certain factors (see Table 35).

Figure 38



Of those 44 respondents who said they would support a tax increase to have service levels increase, 30 provided a range of percentages from 1% to 25%, with an average percentage increase of about 5%. Four respondents were uncertain as to what would be a reasonable increase and 10 respondents said it would depend on certain factors such as the rate of inflation, the cost to increase services and if their service concerns were addressed.

Among those respondents who provided a comment in terms of a property tax increase to increase service levels (n=41) about one-third (or 12 respondents) said that their support would simply depend on whether they felt it was a reasonable increase for the additional service. Table 37 below, provides a complete list of comments pertaining to respondents support of a tax increase beyond the rate of inflation.

Table 37

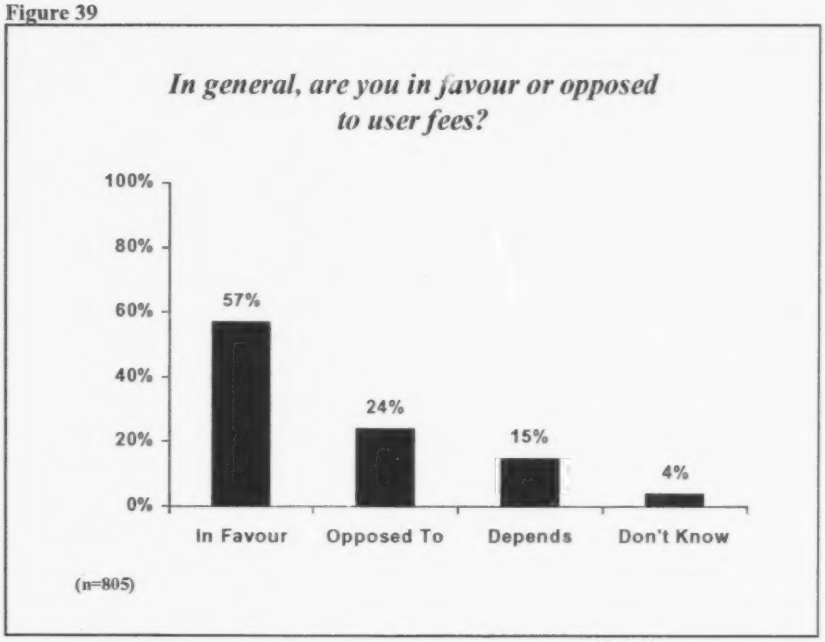
In order to increase City service levels would you support a tax increase beyond the rate of inflation? "COMMENTS"	
	Number of Respondents (n=41)
Depends on the rate of the increase/if reasonable	12
Depends on service/some not appropriate to increase	8
Need more information on where money is going	4
Only if necessary	3
Need better budgeting/decrease some areas and redistribute funds	3
Only for short term projects like LRT expansion	2
Only if service increase in our area	2
Other (1 mention only)	5

3.9 Financial Planning

3.9.1 User Fees

The survey explained to all respondents that property taxes pay for City services that are a benefit to all Edmontonians, however user fees are also in place for some services where the user can choose how much and how often they use the service. Respondents were then asked if, in general, they were in favour or opposed to user fees. As shown in Figure 39, about six in every 10 respondents (57%) were generally in favour of user fees, while 24% were opposed and 4% were uncertain. Fifteen percent (15%) of respondents commented that their opinions towards user fees would depend on the circumstances (see Table 36 on the following page). This question was not asked in 1999.

Figure 39



Those respondent subgroups more likely to be opposed to user fees included:

- those respondents **65 years of age or older** (38% compared to 13% - 26% of younger age groups); and
- those who felt **the quality of service provided by the City had decreased** (38% versus 20% - 23% who said service had remained the same or increased).

Among the 143 respondents who provided a comment in terms of user fees, 41% said that their support for or against user fees would depend on what the service was and who benefited from the service. Other comments are provided in Table 38 below.

Table 38

In general are you in favour or opposed to user fees? "COMMENTS"	
	Percent of Respondents (n=143)*
Depends on what the service is/who benefits	41
Depends on amount/minimal/reasonable/affordable	20
Have user fees or taxation not both	9
May be problem for low income families/make arrangements for them	7
No user fees on garbage collection	6
As long as revenue goes back to support that service	4
Not if service is used a lot for all citizens	4
Yes if a luxury and not a necessity/people who use should pay	3
Only minimal fee for garbage collection	2
Need discounts for large families	2
Yes, if truly a user fee and not another tax	2
Library user fee okay	1
Other (1 mention only)	10

* Multiple Mentions.

3.9.2 Views Towards Capital Spending

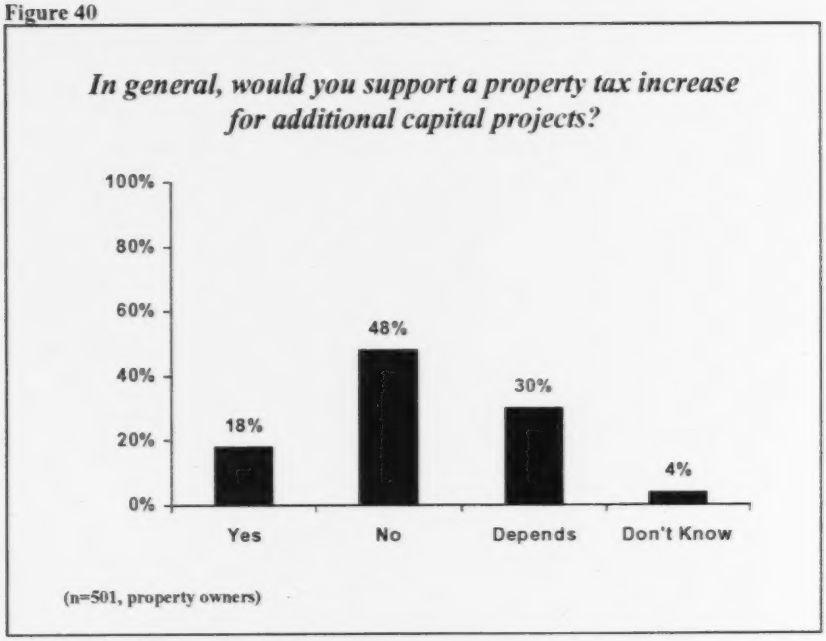
Respondents were asked a series of questions relating to capital spending. First, respondents were told that the City of Edmonton spends about 200 million dollars each year for capital construction. They were then asked to choose one area in which to have the City spend capital dollars. Similar to 1999, many areas for capital spending were mentioned with the most frequently mentioned area relating to improving roadways (30%). See Table 39 below.

Table 39

The City of Edmonton spends 200 million dollars each year for capital construction. If you were to choose one area to spend capital dollars on, what would it be?		
	Percent of Respondents	
	2000 (n=805)	*1999 (n=801)*
Roads/improving/more/better/fix roads	30	25
Expanding the LRT	10	4
Clean up city	5	--
Maintain housing for poor/seniors/social housing	4	4
Downtown core/revitalization	4	2
Health care/health centres/health clinics	3	3
Parks/green spaces/river valley	3	4
Schools/Education	2	4
Recreational facilities	2	3
Public transportation (general)	2	4
Improved infrastructure (unspecified)	1	--
Bridges/walking bridges/overpasses	1	2
Social programs/services/funds for low income families	1	--
Sewer system/infrastructure	1	2
Upgrading older areas/improve what we have/inner City/upgrade older buildings	1	2
Road system: 75th street/Henday/Yellowhead	1	--
Other (less than 1% per mention)	10	21
Don't know/Not stated	19	22

Next, respondents who own a property in the City of Edmonton (n=501) were told that in addition to the capital projects already budgeted for, over the next few years the City may be undertaking some major capital construction projects. Respondents were then asked if they would support a property tax increase for additional capital projects. As shown in Figure 40, about half of all taxpayers (48%) said they would not support a tax increase for additional capital projects, while 18% would and 4% were unsure. Thirty percent of respondents (30%) said that their support of a property tax increase for additional capital projects would depend on certain conditions (see Table 38 on the next page).

Figure 40



There were no significant differences among respondent subgroups that would or would not support a property tax increase for additional capital projects.

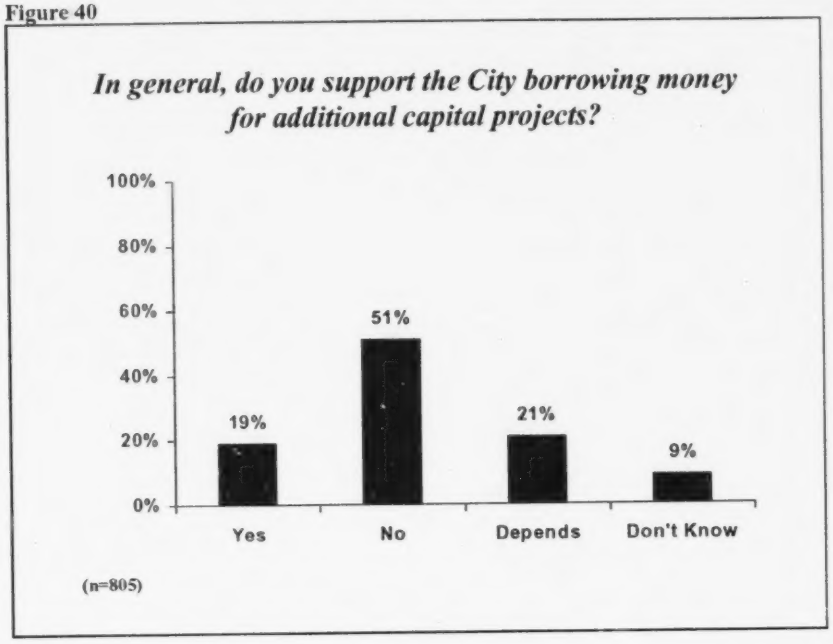
Among those taxpayers who provided a comment in terms of a property tax increase for additional capital projects (n=177), the majority (75%) said their support would depend on the project and only for the duration of the project. Table 40 below, provides a complete list of comments relating to respondents support of a property tax increase for additional capital projects.

Table 40

In general, would you support a property tax increase for additional capital projects? "COMMENTS"	
	Percent of Respondents (n=177)
Depends on type of project and only for duration of project	75
Only if necessary	6
Depends on how much of an increase	3
Need more information to decide	2
Only if a minimal increase/affordable	2
Only if benefits all citizens	2
Other (1 mention only)	8
Don't know/not stated	2

Finally, all respondents were informed that with the exception of sewer construction, the City of Edmonton has not borrowed for capital projects since the early 1990's. Respondents were then asked if, in general, if they supported the City borrowing money for additional capital projects or if they felt the City should continue to fund additional capital projects through tax revenues. As depicted in Figure 41 on the next page, about half of all respondents (51%) felt the City should continue to fund additional capital project through tax revenues, while 19% support the City borrowing money and 9% were unsure. Twenty-one percent of respondents (21%) said that their decision regarding borrowing for additional capital projects would depend on the situation (see Table 39). This question was not examined in 1999.

Figure 40



Of the 196 respondents who provided a comment about borrowing money for additional capital projects, 44% said their support to borrow would depend on the project, while 26% said the project would have to benefit all Edmontonians. See Table 41 below for a complete list of comments.

Table 41

In general, do you support the City borrowing money for additional capital projects? "COMMENTS"	
	Percent of Respondents (n=196)*
Depends on what the project is for	44
Only if necessary and if beneficial to all	26
Depends on interest rate/amount of loan/payback/who lender is	11
City needs to plan better/should have the money	8
Only if not too much in debt/if reasonable amount	4
Depends on who benefits	3
Need to have balance between borrowing and tax	3
Need to get more provincial grants/share with province	3
Other (1% or less per mention)	19
Don't know/not stated	3

* Multiple Mentions.

Appendix A

Survey Instrument

2000 CITY OF EDMONTON
CITIZEN SATISFACTION SURVEY
FINAL – *March 22, 2000*

INTRODUCTION

Hello, my name is _____ with Banister Research, a professional research firm. We have been contracted to conduct a survey on behalf of the City of Edmonton and your household has been randomly dialed to participate in this study. I would like to assure you that we are not selling or promoting anything and that all your responses will be kept completely anonymous. Your views are very important to the successful completion of this study and will be used to evaluate and improve City of Edmonton services.

A. For this study, I need to speak to the (**ALTERNATE**: male/female) in your household who is 18 years of age or older and who is having the next birthday. And is that person available?

1. Yes, speaking	**CONTINUE**
2. Yes, I'll get him/her	**REPEAT INTRODUCTION AND CONTINUE**
3. Not now	**ARRANGE CALLBACK AND RECORD FIRST NAME OF SELECTED RESPONDENT**

B. To ensure that we have proper geographic representation from across all of the City of Edmonton could you please tell me the first three digits of your postal code?

___ ___ ___ **RECORD FIRST THREE DIGITS**
99. (Don't know/not stated)

C. **CHECK WARD QUOTAS**:

1. Ward 1
2. Ward 2
3. Ward 3
4. Ward 4
5. Ward 5
6. Ward 6

D. **RECORD GENDER**: WATCH QUOTAS

1. Male
2. Female

E. This interview will take about 15 minutes. Is this a convenient time for us to talk, or should we call you back?

1. Convenient time	**CONTINUE**
2. Not convenient time	**ARRANGE CALLBACK**

F. About how long have you lived in the City of Edmonton?

_____ **RECORD NUMBER OF YEARS**

IF LESS THAN SIX MONTHS THANK AND END INTERVIEW

QUALITY OF LIFE

1. In general, how would you rate the quality of life in the City of Edmonton? Would you say, overall, the quality of life is ...? (**READ LIST**)

    1. Excellent
    2. Very good
    3. Good
    4. Fair
    5. Poor
    99. (Don't know/not stated)

2. In your opinion, what would you say are the three most significant factors contributing to a **high quality** of life in the City of Edmonton? (**PROBE**)

    1. Other - **SPECIFY**
    99. (Don't know/not stated)

3. And, what would you say are the three most significant factors contributing to a **low quality** of life in the City of Edmonton? (**PROBE**)

    1. Other - **SPECIFY**
    99. (Don't know/not stated)

OVERALL SATISFACTION WITH CITY SERVICES

4. Overall, how satisfied are you with the services provided by the City of Edmonton? Would you say you are ...? (**READ LIST**)

    1. Very satisfied
    2. Somewhat satisfied
    3. Neither satisfied nor dissatisfied
    4. Somewhat dissatisfied
    5. Very dissatisfied
    99. (Don't know/not stated)

5. Now, thinking about the specific services provided by the City of Edmonton, I would like to talk to you about how satisfied you are with each of the different services. First, how satisfied are you with (**READ LIST. ROTATE**) ...?

    1. Very satisfied
    2. Somewhat satisfied
    3. Neither satisfied nor dissatisfied
    4. Somewhat dissatisfied
    5. Very dissatisfied
    99. (Don't know/not stated)

    a) public libraries
    b) police services
    c) public transportation including buses, LRT and DATS
    d) garbage collection and disposal
    e) waste recycling services
    f) ambulance services
    g) parks and green spaces
    h) recreation facilities including pools, arenas, sports centres and recreational programs
    i) sewer services including storm drainage
    j) fire services
    k) winter road maintenance including snow removal and ice control
    l) summer road maintenance such as pothole repair

6. (**IF SOMEWHAT OR VERY DISSATISFIED IN Q5, ASK FOR EACH:**) What specific aspects of the (**INSERT SERVICE FROM Q5**) dissatisfied you?

    1. Other - **SPECIFY**
    99. (Don't know/not stated)

7. Now, once again thinking about the City as a whole, how satisfied are you with the following services provided by the City of Edmonton. First, would you say you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied or very dissatisfied with (**READ LIST. RANDOMLY ROTATE**)?

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied
99. (Don't know/not stated)

a) economic development including attracting new businesses and jobs
b) property assessment and taxation
c) City of Edmonton subsidized social housing
d) Community development and family support services such as preventive social services, assessment and short-term counseling and subsidized out-of-school care
e) support to community leagues, arts groups or festivals
f) permit and inspection services for new buildings and improvements
g) City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory
h) land use planning which includes the coordination of new residential, commercial and industrial development
i) bylaw enforcement such as animal or weed control or zoning infractions

8. (**IF SOMEWHAT OR VERY DISSATISFIED IN Q7, ASK:**) What specific aspects of the (**INSERT SERVICE FROM Q7**) dissatisfied you?

1. Other - **SPECIFY**
99. (Don't know/not stated)

CONTACT WITH CITY OF EDMONTON EMPLOYEE

9. In the past 12 months, have you been in contact, either by phone, in person or in writing, with any employees who work for the City of Edmonton?

1. Yes
2. No **GO TO QUESTION 15**
99. (Don't know/not stated) **GO TO QUESTION 15**

10. Thinking about your last contact with an employee who works for the City of Edmonton, was this contact by phone, in person or in writing? (**ONE RESPONSE ONLY**)

1. By phone
2. In person
3. In writing
4. (**OTHER - SPECIFY**)
99. (Don't know/not stated)

11. Thinking about your last contact with a City of Edmonton employee, what specific type of service did that employee provide you? And for which department did the employee work? (**DO NOT PROBE IF RESPONDENT IS HESITANT TO REPLY**)

1. Other – **RECORD VERBATIM**
99. (Don't know/not stated)

12. Overall, how satisfied were you with the service provided by the City of Edmonton employee that you last contacted? Would you say you were (**READ LIST**)?

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied
99. (Don't know/not stated)

13. Still thinking about your last contact, I would like to know if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree with each of the following statements. To what extent do you agree or disagree that the City of Edmonton employee that you last contacted (**READ LIST RANDOMLY**)?

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly disagree
99. (Don't know/not stated)

a) was courteous
b) was knowledgeable about the services they provide
c) was responsive to your needs
d) showed interest in your needs
e) provided prompt service

14a. And, during your last contact with a City of Edmonton employee, would you say your service expectations were exceeded, met or not met?

1. Exceeded
2. Met **GO TO QUESTION 15**
3. Not met
99. (Don't know/not stated) **GO TO QUESTION 15**

14b. And what is the main reason you feel that way?

1. Other - **SPECIFY**
99. (Don't know/not stated)

OVERALL PERCEPTIONS

15. Thinking back over the last 12 months, would you say that the quality of service provided by the City of Edmonton has ....? (**READ LIST**)

1. Increased
2. Decreased **GO TO QUESTION 17**
3. or, Remained about the same **GO TO QUESTION 18**
99. (Don't know/not stated) **GO TO QUESTION 18**

16. (**IF INCREASED IN QUESTION 15, ASK:**) In what way or ways has the quality of service increased?

1. Other - **SPECIFY**
99. (Don't know/not stated)

17. (**IF DECREASED IN QUESTION 15, ASK:**) In what way or ways has the quality of service decreased?

1. Other - **SPECIFY**
99. (Don't know/not stated)

18. In your view, what one change or improvement in the service provided by the City of Edmonton, would do most to better meet your needs?

1. Other - **SPECIFY**
99. (Don't know/not stated)

19. Would you recommend the City of Edmonton to others as a place to live?

1. Yes **GO TO QUESTION 21**
2. No
99. (Don't know/not stated) **GO TO QUESTION 21**

20. And what is the main reason you feel that way?

1. Other - **SPECIFY**
99. (Don't know/not stated)

BUDGET

Next, I would like to talk to you about the funding that, in your opinion, may or may not be needed for City of improvements to City of Edmonton services.

21. Regardless of your level of satisfaction, in your view, is there any area where you feel it is necessary to add funding for improvements? (**DO NOT READ. PROBE.**)

1. public libraries
2. police services
3. public transportation including buses, LRT and DATS
4. garbage collection and disposal
5. waste recycling services
6. ambulance services
7. parks and green spaces
8. recreation facilities including pools, arenas, sports centres and recreational programs
9. sewer services including storm drainage
10. fire services
11. winter road maintenance including snow removal and ice control
12. summer road maintenance such as pothole repair
13. City of Edmonton assisted social housing
14. community and family support services such as preventive social services
15. economic development including attracting new businesses and jobs
16. support to community leagues, arts groups or festivals
17. City of Edmonton operated attractions and facilities such as Fort Edmonton Park, the Valley Zoo, or Muttart Conservatory
18. permit and inspection services for new buildings and improvements
19. no / no areas where funding should be increased or added
98. (Other - **SPECIFY)**
99. (Don't know/not stated)

22. In your opinion, is there any area where you feel funding should be reduced? (**DO NOT READ**)

1. public libraries
2. police services
3. public transportation including buses, LRT and DATS
4. garbage collection and disposal
5. waste recycling services
6. ambulance services
7. parks and green spaces
8. recreation facilities including pools, arenas, sports centres and recreational programs
9. sewer services including storm drainage
10. fire services
11. winter road maintenance including snow removal and ice control
12. summer road maintenance such as pothole repair
13. City of Edmonton assisted social housing
14. community and family support services such as preventive social services
15. economic development including attracting new businesses and jobs
16. support to community leagues, arts groups or festivals
17. City of Edmonton operated attractions and facilities such as Fort Edmonton Park, the Valley Zoo, or Muttart Conservatory
18. permit and inspection services for new buildings and improvements
19. No / no areas where funding should be reduced
98. (Other - **SPECIFY)**
99. (Don't know/not stated)

PROPERTY TAXES

23. Do you own or rent a home in the City of Edmonton?

1. Own
2. Rent **GO TO QUESTION 26**
99. (Not stated) **GO TO QUESTION 26**

24a. Property taxes in the City of Edmonton are related to the value of the property. The average residential property tax bill in Edmonton is approximately $1,600. About 47% of this is controlled by the Province to pay for education and schools. This means that the average residential property owner pays about $850 for city services. Thinking about the percentage of your tax that pays for City services, would you say you receive ....? (**READ LIST**)

1. Very good value for your tax dollars
2. Good value
3. Fair value
4. or, Poor value for your tax dollars
99. (Don't know/not stated)

24b. (**IF FAIR OR POOR VALUE IN QUESTION 22, ASK:**) What is the main reason you feel that way?

1. Other - **SPECIFY**
99. (Don't know/not stated)

25a. In order to have City service levels generally remain the same would you support a property tax increase which would match the rate of inflation?

1. Yes
2. No
3. (Depends – **SPECIFY**)
4. (Don't know/not stated)

25b. To increase City service levels would you support a property tax increase beyond the rate of inflation?

1. Yes
2. No
3. (Depends – **SPECIFY**)
99. (Don't know/not stated)

25c. (**IF YES IN 25B, ASK:**) What additional percent would you consider to be a reasonable increase? (**PROBE**: clarification regarding additional increase to inflation)

1. _____% **RECORD PERCENT**
2. (Depends – **SPECIFY**)
3. (Don't know/not stated)

FINANCIAL PLANNING

26. Property taxes pay for City services that are a benefit to all Edmontonians, however user fees are also in place for some services where the user can choose how much and how often they use the service. In general, are you....

1. in favour
2. or opposed to user fees?
3. (Depends – **SPECIFY**)

99. (Don't know/not stated)

27. Capital projects represent construction of new and existing infrastructure. The City of Edmonton spends 200 million dollars each year for capital construction. If you were to choose one area to spend capital dollars on, what would it be? (**ONE RESPONSE ONLY**)

1. Other - **SPECIFY**

99. (Don't know/not stated)

28a (**ASK OF PROPERTY OWNERS ONLY**) In addition to the capital projects already budgeted for, over the next few years the City may be undertaking some major capital construction projects. In general, would you support a property tax increase for additional capital projects?

1. Yes
2. No
3. (Depends – **SPECIFY**)

99. (Don't know/not stated)

28b. With the exception of sanitary sewer construction the City has not borrowed for capital projects since the early 1990's. In general, (**READ LIST**)?

1. Do you support the City borrowing money for additional capital projects
2. Or, do feel the City should continue to fund additional capital projects through tax revenues?
3. (Depends – **SPECIFY**)
4. (Don't know/not stated)

RESPONDENTS CHARACTERISTICS

As different people may have different views and needs, the next few questions allow us to group and analyze the data to determine if there are differences.

29. First, in what year were you born?

_____ **RECORD YEAR**

99. (Refused)

30. Including yourself, how many people in each of the following age groups live in your household? How many are (**READ LIST. RECORD ACTUAL NUMBER**)

1. Under 13 years old
2. Between 13 and 18 years old
3. Between 19 and 44 years old
4. Between 45 and 64 years old
5. 65 years of age or older
99. (Not stated)

31. What is the highest level of education you have achieved? (**READ LIST IF NECESSARY**)

1. Less than high school
2. Graduated high school
3. Some college, technical or vocational school
4. Graduated college, technical or vocational school
5. Some university
6. Graduated university
99. (Not stated)

32. Which of the following best describes your marital status? Are you (**READ LIST**)?

1. Single, that is, never married
2. Married or living together as a couple
3. Widowed
4. Separated
5. or Divorced
99. (Not stated)

33. Into which of the following categories would you place your total household income before taxes for last year, that is for 1999? (**READ LIST**)

1. Less than $10,000
2. $10,000 to less than $20,000
3. $20,000 to less than $30,000
4. $30,000 to less than $40,000
5. $40,000 to less than $50,000
6. $50,000 to less than $60,000
7. $60,000 to less than $70,000
8. $70,000 to less than $80,000
9. $80,000 to less than $90,000
10. $90,000 to less than $100,000
11. $100,000 or more
99. (Not stated)

34. And finally, do you work for the City of Edmonton?

1. Yes
2. No
9. (Not stated)

That's all of the questions I have. Thank you very much for your help.

Appendix B

Summary of Call Attempts

Outcome of Calls for City of Edmonton
2000 Citizen Satisfaction Survey

Code	Description	Number of Calls
2	Respondent Unavailable	97
3	No Answer	668
4	Busy Signal	115
5	Answering Machine/Voice Mail	1501
6	Callback	288
7	Not In Service/Disconnected	42
8	Refusal	1671
9	Respondent Terminate	16
10	Fax/Modem/Business	108
11	Language/Communication Barrier	106
12	Duplicate Number	2
13	Quota Filled	50
14	Lived Less Than 6 Months	14
M	Male Complete	403
F	Female Complete	402
Total		**5483**

Appendix C

Profile of Respondents

Figure A

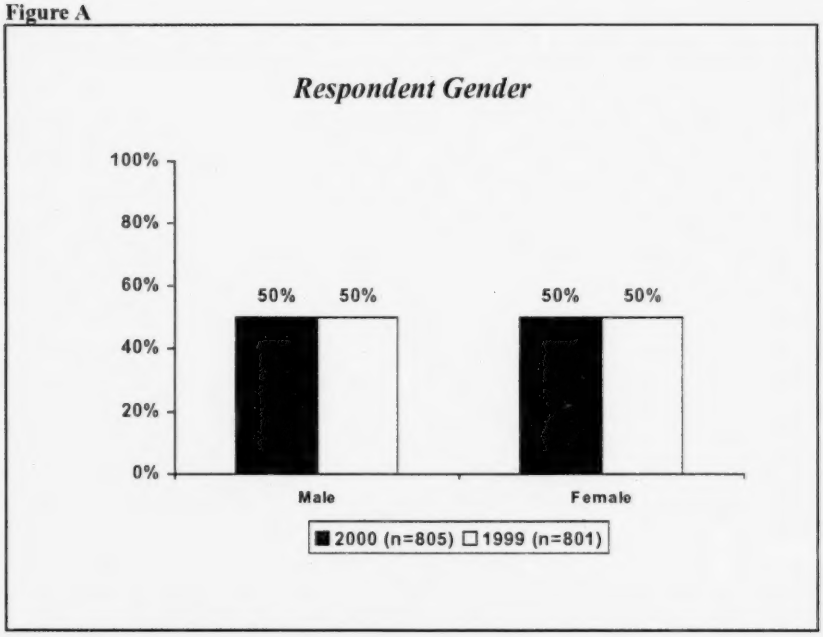


Figure B

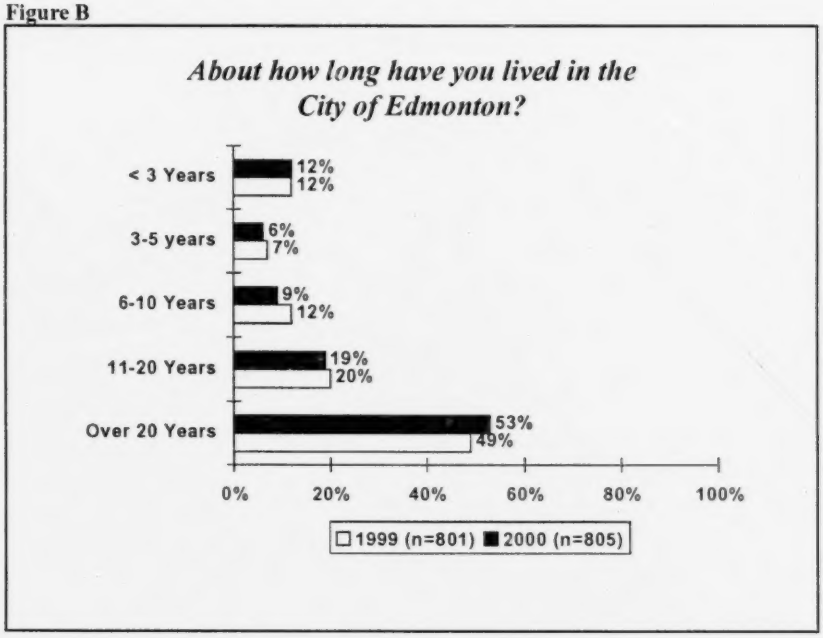


Figure C

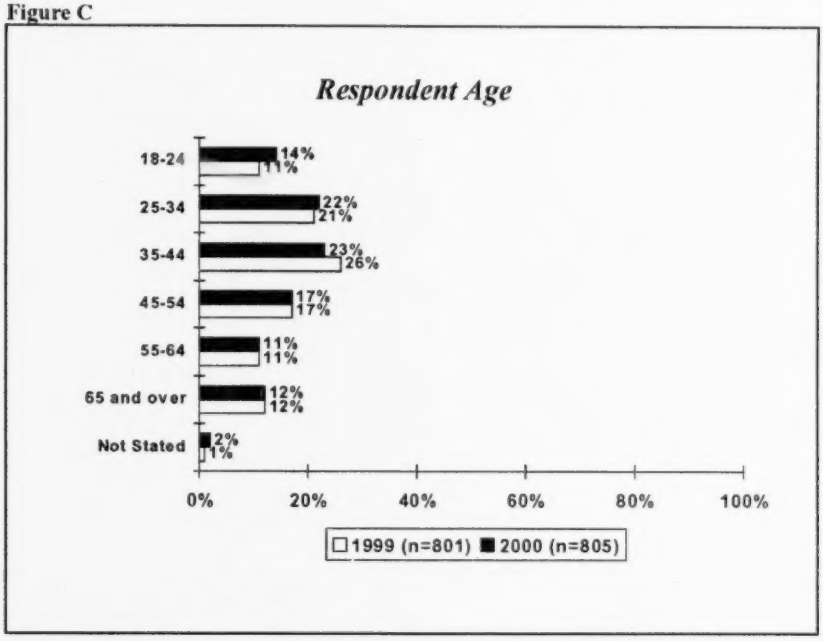


Figure D

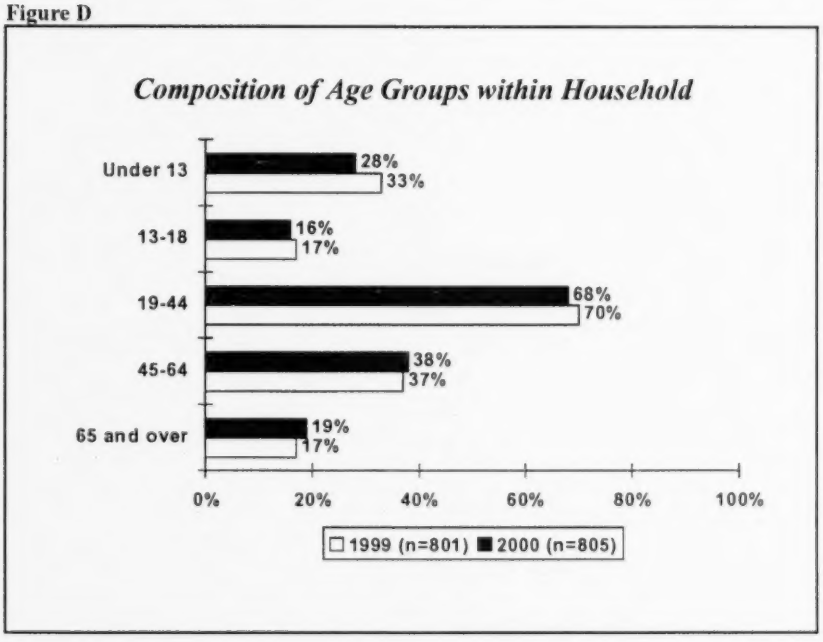


Figure E

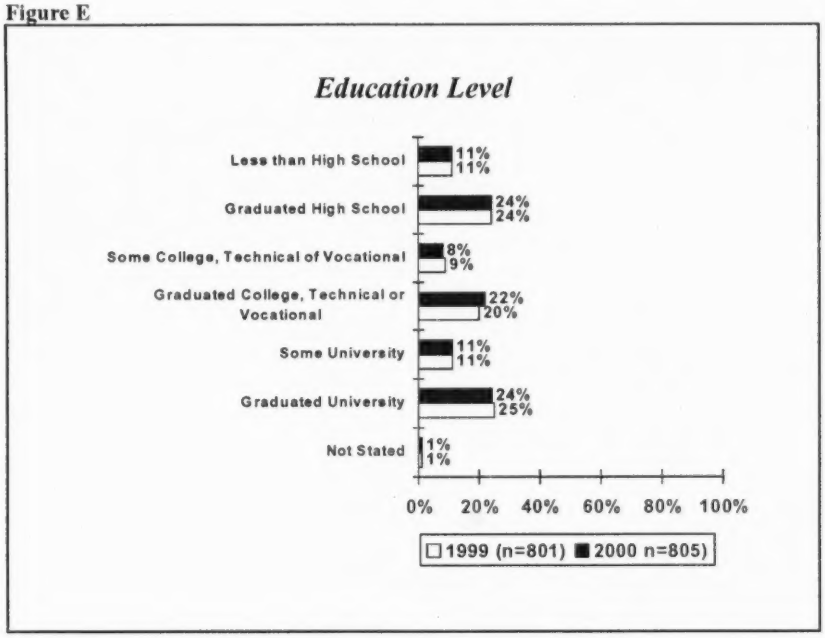


Figure F

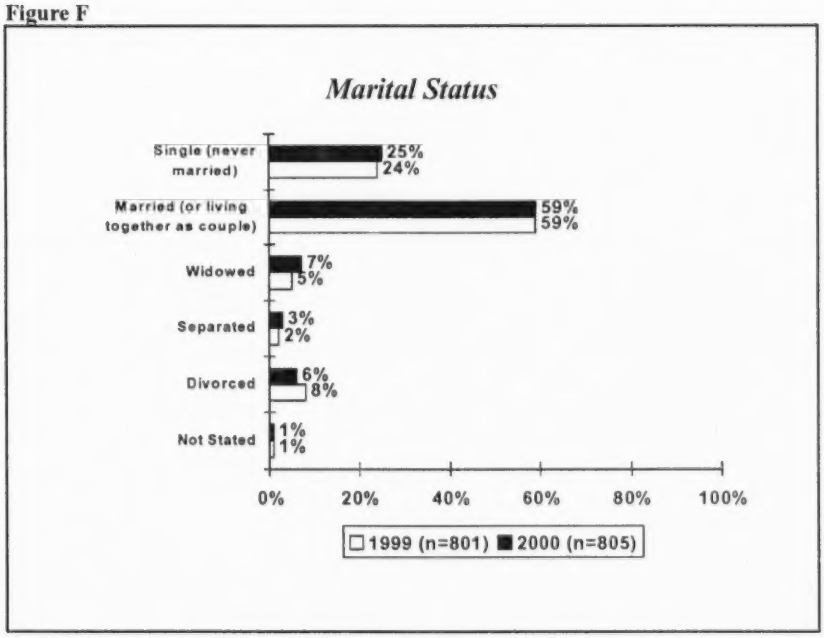


Figure G

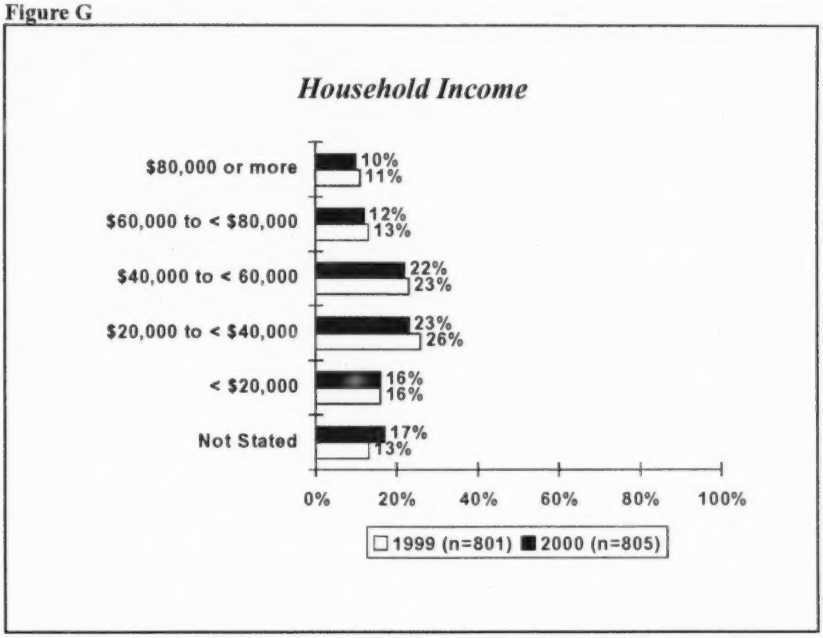


Figure H